

Who Will Win Euro 2008? Make Your 'Piks' on New Betting Game, Pikum!

Submitted by: Carrot Communications

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06 June 2008 – England may be out of the competition, but don't let that stop you enjoying some top class football and having a fun bet with your friends, with online social betting game, Pikum!. With the draw wide open for any of the top teams to snatch the trophy, you could be in with the chance of winning cash or Pikles, the in-house bragging currency at www.pikum.com.

All new players that play one of the Euro 2008 real money games – or Pikums – receive a £5 sign-up bonus to predict different outcomes in upcoming Euro 2008 matches. Many of the Euro 2008 games have at least a £50 prize pool and the more people that enter the bigger the prize.

The advantage of Pikum! over traditional betting sites is that even if a player doesn't predict what will happen exactly, the prize pool goes to the player with the closest predictions – not to the house. And you can guarantee that you cash in by creating a Pikum yourself and claiming a percentage of the pot.

All you have to do to win any of the Euro 2008 Pikum games is to be the closest to predicting outcomes, such as:

1. Which team will win the match or will it be a draw?
2. How many goals will be scored in total during the regular time of the match?
3. During which minute of regular time will the first goal of the match be scored?
4. Which team will win Euro 2008?

Sean Glass, founder and managing director of Pikum!, says, "This tournament is wide open, so it's not going to be easy to predict the outcome in any part of the competition. Players can join existing games with celebrity hosts such as Helen Chamberlain or create their own games and invite their friends."

You can also play Pikums on other sports, including tennis, cricket, rugby, Formula One, boxing, and mixed martial arts. Pikum! continues to add events in the entertainment, sports, and current events categories weekly.

Pikum! launched in beta on 6 May and can be played at www.Pikum.com.

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Notes to editors:

Need more information?

If you are a journalist and want more information on Pikum!, please contact Kate Hartley or Malini Majithia on 020 7386 4863 or email pikum@carrotcomms.co.uk.

About Pikum!

Pikum! is a new kind of betting game created and played by users online at [Pikum.com](https://www.pikum.com). The games can be played for fun or money (money betting services are offered through Pikum! Worldwide Limited, which holds a full eGambling license from the Alderney Gambling Control Commission).

The company has attracted top quality financial support and is backed by Virgin USA and First Round Capital. The company's founders, Sean Glass, Logan Lindsell, and Johannes Larcher are serial entrepreneurs and have assembled an experienced international management team with experience from companies such as Yahoo!, Overture and Higher One.