

# ValueChecker Affiliates Wins Best Innovation in iGaming Affiliate Industry

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ValueChecker Affiliates (<http://affiliates.valuechecker.co.uk/>) took home the award for Best Innovation in the iGaming Affiliate Industry at the 2011 iGB Affiliate Awards on 27th of January.

Every year in London over 500 people from the igaming affiliate community come together to honour the success stories from the past year at the iGB Affiliate Awards. This year ValueChecker Affiliates were recognised for their unique live odds solution.

“We’re delighted to win such a prestigious award. Our aim was to build a product which would benefit other sportsbook affiliates and operators. We’ve invested alot of time and money in ValueChecker Affiliates. So to be recognised by the iGB judges is a testament to the quality and uniqueness of our solution. We’re simply delighted!” – Sinead Lambert, ValueChecker Affiliates ([http://affiliates.valuechecker.co.uk](http://affiliates.valuechecker.co.uk/)), Affiliate Marketing Manager.

ValueChecker Affiliates odds boxes give webmasters full control over what they want to display. As there are no sign up fees or maintenance costs this unique solution is accessible to all affiliates. ValueChecker Affiliates is continuously working with affiliates to improve and adapt their solution to meet affiliates ever changing needs, adding more languages, sports, markets and bookmakers as demand dictates.

“The judges summarised ValueChecker Affiliates as the first tool of its kind, simple to use and fulfils a need for many smaller affiliates helping them promote a range of brands in an efficient, customized and targeted manner.” – iGB Affiliate Award Judges.

If you’re interested in learning more about ValueChecker Affiliate’s award winning live odds solution, click here for full details (<http://affiliates.valuechecker.co.uk>)

For more information:

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Invendium (<http://blog.invendium.co.uk>) is the parent company of Valuechecker Affiliates and also runs the popular betting portal OLBG.co.uk (<http://www.olbg.co.uk>)