

**-- FOR IMMEDIATE RELEASE --**

## **FSB Tech's Fantasy Sportsbook launch for 188BET**

*FSB Unites Fantasy Football and Sports Betting Formats*

**January 20, 2010, (London, United Kingdom)** - FSB Technology (UK) Ltd. ([www.fsbtech.com](http://www.fsbtech.com)) continues to drive innovation in the sports betting industry with the debut of a fantasy sportsbook application for one of the world's leading bookmakers and in-play specialist, 188BET. The free-to-play application allows punters to compete for weekly and monthly prizes and has been launched as a customer acquisition tool ahead of real cash play. The fantasy sportsbook uses FSB's fully functioning sportsbetting platform combined with their live FSB Points performance measurement system to offer a truly differentiated customer acquisition channel. The application is available at [fantasy.188-football.co.uk](http://fantasy.188-football.co.uk) from January 20<sup>th</sup>.

Fantasy sports betting is a fresh concept offering a unique take on football betting. The FSB service combines fantasy league-style performance measurement and game play with fixed-odds betting on a Premier League football matches. 188BET customers can try to predict which player will deliver the best performance on the day. Players are rated using the company's proprietary performance measurement formula, which allocates FSB Points for goals, assists, clearances, tackles, passes, bookings etc.

Dave McDowell, CEO of FSB Technology, said: "It is an exciting opportunity to be working with one of the world's largest bookmakers. 188BET is clearly interested in attracting new football punters to their website and our fantasy sportsbook application provides 188BET with a unique and compelling offer. This launch is also significant for FSB because it is the debut of our sportsbook platform, the game is free-to-play but our sports betting technology will also support real cash wagers."

"Andy Scott, Chief Executive of 188BET, said "FSB's Fantasy Sportsbook is a genuinely innovative and original new product which is certain to appeal to football enthusiasts. We are pleased to be working with an experienced software development team who are leading innovation in the industry. I am looking forward to a strong long-term relationship with FSB."

**-- ENDS --**

**About FSB Technology (UK) ([www.fsbtech.com](http://www.fsbtech.com))**

FSB has developed a new and innovative approach to sports wagering. Fans today can be just as passionate about individual players as they are about their favourite team. FSB taps into this rapidly growing consumer trend, driven by the media and the growth of fantasy sports leagues, by creating the first ever Player Performance betting markets. The proprietary FSB Points measurement system was designed to be able to directly compare player performances so that dozens of new player vs player betting markets can be offered.

Founded by the experienced team of Dave McDowell (CEO) and Sam Lawrence (CTO), and backed by industry veterans Mark Blandford and Andrew Black, FSB provides live player performance measurement, fixed-odds pricing solutions and a turnkey, in-running sports betting solution for licensees looking to capitalize on this explosive consumer trend. The FSB product is designed to integrate seamlessly with existing transactional infrastructure and provides complete back-office functionality and reporting, supports dozens of unique sports betting formats including both pools and fixed odds betting.

FSB Technology were voted the 'next big thing' by industry peers at the inaugural 2008 European i-Gaming Expo Launchpad event showcasing promising gaming start-ups.

For more information on FSB, please contact:  
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**About 188BET** ([www.188BET.com](http://www.188BET.com))

188BET is a leading global gaming and entertainment company. Licensed and regulated in the Isle of Man, 188BET has established its reputation as the leading in-play specialist with over 3,500 markets per month. Since entering the UK market in 2009 188BET has formed official partnerships with five Premier League football clubs - Aston Villa, Bolton Wanderers, Chelsea, Liverpool and Wigan Athletic.