

## **BODOG TAKES ON ASIA**

**MANILA, PHILIPPINES and ST. JOHN'S, ANTIGUA - March 23, 2009.**

Bodog announced today that it has signed an exclusive brand license agreement with Asian online gaming operator Haydock Sports Limited.

Headquartered in Manila, the capital city of the Philippines, Haydock Sports is led by Managing Director Ian Dunning. Prior to assuming the helm at Haydock, Mr. Dunning was Managing Director Asia at Victor Chandler, and he brings a world-class team and vast regional experience and expertise to the table. "We know that Bodog was considering a number of potential licensees, but we were confident that Haydock would emerge from the exhaustive diligence process as the premier choice of partners in the region," says Dunning. "Obviously, we were pleased to be right."

The license arrangement between the Antiguan Bodog organization and Haydock provides an exclusive license to the Bodog brand for online gaming within Asia, and access to an immense portfolio of creative assets and resources. Moreover, the agreement provides mechanisms to cross-license proprietary technologies that will benefit both parties and, ultimately, their customers.

"The Haydock team brings over a century of industry experience, coupled with deep regional expertise. Asia is not a market for the faint of heart, but we are absolutely confident that the fusion of the powerful Bodog brand and technologies with our infrastructure and expertise will be simply unstoppable. The synergies are tremendous."

Haydock Sports has been operating in Asia since 2006 under the authority of an Interactive Gaming License issued by First Cagayan pursuant the laws of the Republic of the Philippines. More recently, Haydock launched [www.9play.com](http://www.9play.com), which offers cutting-edge Sportsbook and Casino products in Chinese and in English to the Asian market.

"We expect to have a Bodog suite of products in-market prior to the start of the next European football season," says Dunning. "The excitement of the staff and of our partners to the news has, frankly, been overwhelming – the game is about to change in Asia."

### **About Bodog**

Bodog has its head office, and is licensed in, the Caribbean nation of Antigua. The Bodog group of companies includes an online Sportsbook, Casino, Poker Room and a suite of other world-class gaming products. Bodog does not offer "for money" gaming services in North America. Gaming services offered and operated in North America under the Bodog brand are made available exclusively by Morris Mohawk Gaming Group.

## **.About Haydock Sports Limited**

Haydock Sports is a premier online gaming operation dedicated to players in the Asian market. Licensed to offer gaming services worldwide pursuant to the laws of the Republic of the Philippines, Haydock is headquartered in Manila and is led by its Managing Director and industry veteran Ian Dunning. Haydock's management team brings more than a century of experience in the development and operation of online gaming products, and a wealth Asian expertise. Haydock currently operates [www.9play.com](http://www.9play.com) targeting the Asian market in both the Chinese and English languages, offering an array of games and betting opportunities including running ball on most major matches, world-class sports betting, and a live dealer casino providing the best in Baccarat, Sic Bo, Roulette and Crazy21 Blackjack.

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