

## **Press Release**

London, 9 June 2006

### **Betfred Chooses Finsoft**

**Betfred, the world's largest independent bookmaker, and Finsoft, the gaming industry's leading provider of real-time software solutions, announce a multi-million pound tie-up.**

Betfred have decided to migrate their entire estate to Finsoft's MarginMaker EPOS system over the next few years.

Betfred currently have over 580 shops and expect this to grow to over 800 during the swap-over period.

Finsoft already provide Betfred with their MarginMaker system for internet and call centre business. The addition of the retail element will make Betfred the only large-scale UK based operator with one central risk control system for all channels in real time.

**John Haddock, MD of Betfred** said, "We have not taken this decision lightly. Finsoft ticked all the boxes and have provided us with a system which will enable us to continue our growth and control a lot of our costs more effectively than ever before.

We look forward to working with the Finsoft team, particularly with the installation of MarginMaker at the Wembley National Stadium and Manchester United's Old Trafford.

All of our customers will benefit from the added flexibility that MarginMaker will give Betfred."

**Predrag Popovic, MD of Finsoft** commented, "We are delighted to add Betfred to our rapidly expanding portfolio of customers. Betfred are one of the great innovators in the industry and we look forward to an ongoing involvement with the Bonus King."

For further information, please contact:

**JAMIE MASKEY**

**Senior Sales & Marketing Consultant**

**FINSOFT Ltd.**

16-18 Hatton Garden, London EC1N 8AT

Tel: +44 (0) 207 369 6800

Mobile: +44 (0) 7903 719 617

Fax: +44 (0) 20 7369 6808

e-mail: [jamie@finsoft.co.uk](mailto:jamie@finsoft.co.uk)