

# Betting on the go with Stan James mobile



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## **Press Release Summary: Stan James launches mobile betting service to give customers complete freedom with placing bets**

Press Release Body: Gibraltar based bookmaker **Stan James** have announced the launch of a new **mobile betting service** available to their growing number of loyal customers, using the latest technology from industry leaders **Mfuse**. **Stan James Mobile** have created the new service to give their users the ultimate In-Running experience, allowing customers to place bets from anywhere and at any time, making it the most convenient method of betting ever to be made available.

**CEO of Stan James** (<http://www.stanjames.com/>), **Peter Fisher**, commented on the company's latest innovation, '**Mobile betting fits well with the Stan James business ethos. We've been at the forefront of Sports Betting over the last decade and we're synonymous with Betting In-Running, where our traders update the prices while the sport is in progress. This new mobile product now offers our punters the ability to bet In-Running at any time - in front of the TV, in the pub or on a train as a game or match unfolds.**'

By texting '**stans**' to **89700**, customers will be able to download the **Stan James mobile application** (<http://www.stanjames.com/mobile>) and then within minutes log-in using their existing username and password. Alternatively, customers new to **Stan James** can sign-up via their mobile phone, safe in the

knowledge that should they subsequently wish to bet via the **Stan James** website or call centre, they can.

The move to strengthen the **Stan James mobile service** comes on the back of rising penetration of internet-compatible mobile handsets coupled with an increase in customer demand for real-time betting during sporting events. Recent statistics from comScore and Telephia indicate that over 5.7m people in the UK used a mobile device to access the internet during January 2007, with the number expected to grow as the next generation of handsets offer an improved internet experience. The Mfuse technology which has been implemented by **Stan James** gives customers this greater freedom which they believe will become standard across the sports betting (<http://www.stanjames.com/>) industry.

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**About Stan James (Gibraltar) Ltd**  
**Stan James Gibraltar** is one of the biggest names in bookmaking. Licensed by the Government of Gibraltar. **Stan James** has been at the forefront of **Sports Betting** for many years and is synonymous with **Betting In-Running** – allowing customers to bet on an event as the action unfolds.

**Stan James** offers horse racing, football and sports betting via their call centre, website and mobile applications, as well as providing their customers with an online casino (<http://www.stanjames.com/>), poker room, online slots (<http://www.stanjames.com/slots/index.asp>) hall and fixed odds games.

**Web Site:** <http://www.stanjames.com/>

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