

Customers To Reap The Rewards, As Stan James Buy Bet Direct



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Press Release Author: [Stan James \(Gibraltar\) Ltd](#)

Industry: [Internet & Online](#)

Press Release Summary: Stan James welcomes a new group of loyal customers to its doors, as the acquisition of online and telephone betting company Bet Direct is announced.

Press Release Body: Gibraltar-based bookmaker **Stan James** today confirmed the purchase of bookmaker **Bet Direct from 32Red Plc.** The deal sees **Stan James** taking over the UK-focused brand, with a final completion date of 10 December 2007 being confirmed.

In what has been described as an "exciting time for all concerned" **CEO of [Stan James](#), Peter Fisher** was the first to offer a warm welcome to all **Bet Direct** customers:

*"**Bet Direct** is a well established bookmaking brand and its acquisition is very exciting for everybody associated with **Stan James** and **Bet Direct**. We are fully committed to helping **Bet Direct** reach its full potential and once we have completed the deal on the 10th December, we are looking forward to offering all of our **Bet Direct** customers the very best in customer service, the most markets to bet on and the most knowledgeable telephone staff in the business."*

[Bet Direct](#) customers will now be looking forward to taking advantage of **Stan James'** new racing innovation; SJ Price. Rather than use

Amrac and SIS prices for UK Horse Racing, **Stan James** offer their own board prices which they guarantee to be as good, if not better than everyone else. Bet Direct customers will also be offered Best Odds Guaranteed meaning the best value for any UK racing punter.

About Stan James (Gibraltar) Ltd
Stan James 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](#), poker room, online [slots hall](#) and fixed odds games.

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