

32Red Online Casino to Sponsor the Flat Jockeys Championship Title



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32Red.com, operators of the Best Casino award-winners 32Red Online Casino, has announced that they are to sponsor the Flat Jockey Championship title in 2009.

This is the most recent in a series of substantial advertising investments in 2009, following the casino's ongoing first television advert. The new sponsorship deal is in line with CEO Ed Ware's commitment made in a trading update earlier in the year that 32Red, "will continue to increase our marketing spend in 2009", and is consistent with 32Red Plc's long standing support of horse racing in general, having sponsored the 2008 Group One Cheveley Park Stakes.

Ed Ware continued, "32Red is proud of the association between our [online casino](#) and the cream of British racing. Supporting the best in racing fits our casino's profile as the leading UK casino, following our 6th successive Best Casino award this February."

The Flat Jockey Champion is determined by the total number of both flat and all-weather winning rides by jockeys between the 22nd March and 8th November 2009. Favourites for the 32Red Flat Jockey Championship include the current holder Ryan Moore, who rode 186 winners last year, and Jamie Spencer. At longer odds is Hayley Turner, who rode an impressive 100 winners in 2008 and, if successful, would become the first female champion jockey. However, it is the return of 3 times winner Kieren Fallon that will grab the headlines, despite not returning in time to compete for the title this year.

Josh Apiafi, Chief Executive of the Professional Jockeys Association, commented: "We are delighted to welcome 32Red.com as a PJA commercial partner and look forward to establishing a long and successful working relationship together."

Charlie Mitchell of Essentially Group, the Professional Jockey Association's exclusive commercial agency, said: "We're thrilled to welcome 32Red on board as title sponsor and look forward to developing a successful partnership throughout the forthcoming season."

About

32Red

Plc:

32Red, is a leading UK provider of online casino games - including blackjack, slots and [roulette](#) - and six-time winner of the [Best Casino](#) title awarded by watchdog and player advocate, Casinomeister. 32Red is renowned for providing industry-leading levels of support to players.

Over 80% of 32Red's players are from the UK and 32Red is licensed and regulated by the Government of Gibraltar. 32Red Plc is listed on the London Stock Exchange's AIM (ticker: TTR). The Company operates 32Red Casino, 32Red Poker, 32Red Mobile, [32Red online bingo](#), 32Red Affiliates and DashCasino.com. 32Red Casino is committed to responsible gambling and ensures the company adheres to UK law.

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