

SBOBet Launch Asian Handicap Betting Tutorial For World Cup 2010 Punters



Released on: June 11, 2010, 06:05 am

Author: [SBOBet](#)

Industry: [Entertainment](#)

With the 2010 World Cup tournament in South Africa due to kick off in June, leading global online bookmaker SBOBet has launched a new microsite for prospective and existing customers ahead of the tournament.

In addition to featuring the latest news and results surrounding the teams taking part in the tournament, the SBOBet World Cup microsite also features galleries, venue guides and the latest [Asian Handicap betting](#) forecasts on upcoming games.

The microsite also features a video tutorial designed to introduce new players to Asian Handicap betting, which provides an alternative method of betting on World Cup matches and can offer prospective World Cup punters [improved betting odds](#) over traditional fixed-odds betting.

The concept of Asian Handicap betting was developed in Asia and involves betting on the outcome of a football match by way of a handicap applied to the more favoured team, and thus negates the prospect of any player losing their stake from betting on a match finishing in a [draw](#) unlike the traditional Win-Draw-Lose format of many High Street bookmakers.

The featured SBOBet tutorial on Asian Handicap betting will introduce potential punters looking to place wagers on the World Cup to this alternative form of [World Cup betting](#) and has been created to better assist prospective punters in understanding the differences between

Asian Handicap betting and traditional fixed-odds markets. SBOBet hope this alternative form of football match betting will entice more prospective World Cup bettors to try Asian Handicap betting as an alternative to fixed-odds betting when considering how to bet and when placing wagers on match outcomes.

SBOBet expects the new system to become popular with many players as Asian Handicap betting offers greater value compared to traditional fixed odds betting. SBOBet will typically pay out in the region of 98% of all wagers made on Asian Handicap betting markets, which compares to between approximately 88 - 94% for fixed odds betting and 80% for most Tote bets.

The first match of the 2010 World Cup will feature host nation South Africa and Mexico, and will take place on Friday 11th June in Soccer City, Johannesburg; with the final to be played at the same venue on Sunday 11th July.

About [SBOBet](#)

SBOBet is a global leader in Asian Handicap betting and operates in Asia and Europe. SBOBet offers over 500 sporting events every week, extensive coverage of all major soccer leagues and international sporting events.

SBOBet also provide live soccer updates, immediate winnings confirmation, rapid payouts, easy access and fast online betting available around the clock.

SBOBet are sponsors of Barclays Premier League football team West Ham United and Coca-Cola Championship team Cardiff City.

PR contact:

Bill Mummery
Executive Director
e Commerce House
32 Malew Street
Castletown
Isle of Man
IM9 1AF
+44 1624 721977

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)