



BETWAY TO SPONSOR WORLD CUP OF POOL

15th September 2014 - Betway and Matchroom Sport can announce that Betway has become the title sponsor of the forthcoming World Cup of Pool, the prestigious international team event which determines the world pairs champions.

The Betway World Cup of Pool takes place from Tuesday 23rd to Sunday 28th September at the Mountbatten Centre in the vibrant maritime city of Portsmouth.

The six day event is broadcast live throughout by Sky Sports in the UK and Ireland, as well as on CCTV in China, Fox Sports in Australia, ESPN3 in the USA, OSN in the Middle East as well as a host of nations who will be taking 31 x 1 hour highlights packages.

In addition to world-wide TV coverage, Matchroom Sport's internet partners, Perform Group, will be carrying the event live in its entirety across their platforms.

The Betway World Cup of Pool is now entering its ninth year and features 32 two-player teams competing in a straight knock-out scotch doubles tournament. The prize-fund of \$250,000 is one of the biggest in the sport with the winning pair splitting \$60,000.

The biggest names in the game will be competing on the south coast including World No.1 Darren Appleton (England) and reigning US Open champion, America's Shane Van Boening who will be partnered by the legendary Earl Strickland. Defending champions Lee Vann Corteza and Dennis Orcollo (Philippines) will be back as they attempt to become the first team ever to retain their crown.

Barry Hearn, Chairman of Matchroom Sport, said: "We are very excited to have Betway on board as title sponsor. The World Cup of Pool is one of the sport's major brands and the event has a huge reach across the world to millions of fans through broadcast and digital platforms.

Globally, pool is one of the most popular participation sports and the Betway World Cup of Pool provides the game's biggest stages for the game's biggest stars. We're looking forward now to an exciting event and we're delighted that Betway will be involved in it!"

Betway was launched in early 2006 with the aim of providing its customers with world-class entertainment across the spectrum of sports betting, casino, slots and poker. As a leader in the online gaming industry, Betway will have all the action covered with a wide selection of unique betting markets available on the event.

Defending champions the Philippines are 100/30 favourites to hang onto their title, but they will be pushed hard by the likes of England A (6/1), the USA at 15/2 and last year's runnersup Holland who are 8/1. Full prices to be found at www.betway.com

Betway's Executive Director, Bob Dutnall, said "We're delighted to sponsor the Betway World Cup of Pool. With the world's best talent taking to the table, it'll be a case of which teams can catch the lucky breaks.

The Philippines enter the tournament as favourites but England A will have the support of the home crowd in Portsmouth. With full markets available on www.betway.com, our customers have a shot to pocket a big win, too.”