

The Betway logo is displayed in a large, bold, black, lowercase sans-serif font. It is centered within a white rectangular area that is partially enclosed by a black L-shaped line on the right and bottom sides.

Betway sign shirt sponsorship deal with West Ham United

Long-term partnership marks company's first foray into football sponsorship.

6 February, 2015 – Betway are delighted to announce a long-term partnership with West Ham United which will see it become the Club's new principal sponsor

The deal will see the Betway logo feature on the front of all of the Club's senior teams' playing shirts and trainingwear, starting with Sunday's first-team fixture with Manchester United, along with naming rights to the Boleyn Ground's West Stand.

The new partnership will cover an incredibly exciting period for West Ham, who start their final season at the Boleyn Ground in August before moving to a state-of-the-art new home in Queen Elizabeth Olympic Park the following summer.

Betway's Bob Dutnall said: "West Ham United are a club with a rich history and passionate supporters and we're thrilled to have secured this sponsorship at a time when the team are performing so well.

"The Barclays Premier League is the world's most popular football competition and the sport is synonymous with excitement and betting, making it a perfect fit for our growing brand.

"We are looking forward to supporting the Hammers on the pitch and rewarding their fans off it with innovative Betway offers and special markets."

West Ham United Vice-Chairman Karren Brady said: "We are pleased to welcome Betway to the Club as our new principal sponsor, in what is our biggest-ever commercial deal.

"Like us, Betway are an ambitious, forward-thinking company and the size of the agreement reflects our status as one of the fastest growing brands in world football.

"Betway join us at one of the most exciting periods in our history and we will be working closely with them as we prepare to bid an emotional farewell to our home of more than 110 years before moving into our stunning new Stadium in 2016."

Betway deliver world-class sports betting, casino, bingo and poker to nearly two million customers globally. This is the brand's first venture into football and the next step in a sponsorship strategy that has already seen the sportsbook invest heavily in darts as the Premier League sponsors and UK

horseracing, penning deals to lend their name to the Queen Mother Champion Chase at the Cheltenham Festival and four major races throughout the 2015 Flat season.

*****ENDS*****

About Betway

Launched in early 2006 with the aim of providing first-class entertainment across the spectrum of sports betting, casino, bingo and poker, Betway is a leading online gaming brand that places the customer at its heart.

Showcasing state-of-the-art technology, powered by renowned software provider Microgaming, Betway are able to consistently deliver their ever-growing player community with a wealth of betting options and ultimately, an unrivalled gaming experience.

Through their accreditation by trusted international testing agency eCOGRA, fun and excitement in a safe and fair environment is ensured at all times. This is further attested to by a dedicated customer support team, available in 17 languages, 24 hours a day and 7 days a week.

For more information about Betway's various products and licensed brands please visit www.betwaygroup.com.