



888.com to Sponsor World Snooker Championship

Gibraltar (PRWeb) January XX, 2006 – 888.com (<http://www.888.com>), the world's number one online casino and online poker room, will sponsor the World Snooker Championship (<http://www.worldsnooker.com>) for the next five years after entering into a multi-million euro contract.

888 is also an associate sponsor of other snooker events including the UK Championship, the Masters, and the Grand Prix.

John Anderson, 888.com's chief executive, is thrilled by the sponsorship.

"I am delighted that we have the opportunity to be associated with something as prestigious as snooker's premier event," Anderson said.

"Snooker is a national institution in the UK and is booming overseas. We are excited to be playing a part in taking the sport into a new era."

The chairman of World Snooker, Rodney Walker, was also enthusiastic about the relationship

"This is a big day for snooker. The World Championships is our flagship tournament, and a major event on the sporting calendar," Walker said.

- END -

For further information, please contact Ellen Kominsky at +972-3-710-3525 or ellen.kominsky@random-logic.com

About 888.com:

888.com is the world's No.1 online casino and poker room. They have in excess of 20 million members worldwide who enjoy an online gaming experience like no other.

Founded in 1996, **888.com** offers two market leading products "Casino-on-Net" the worlds No.1 online casino offering all the thrills of the big games in Vegas from your pc and "Pacific Poker" where you can enjoy the excitement of competing against your friends and fellow members in any of the poker rooms. Both games are available to play in real money and practice mode.

Their goal is to provide quality entertainment to people who enjoy gambling, by giving them the opportunity to do so in a safe, fun, fair, regulated and secure environment.

Their clients are their greatest assets; therefore they make an immense effort to establish customer delight building relationships through service, honesty, advice and trust with each and every member.

888.com operates under a license granted by the Government of Gibraltar for the purposes of operating an online casino and poker room. **888.com** has adopted the code of conduct of the *Interactive Gaming Council* (IGC), of which it is a Member.

888.com is operated by Cassava Enterprises (Gibraltar) Ltd. A registered company incorporated and located in Gibraltar (company registration number 83961). The company has other offices around the world and employs over 750 full time employees.

This year **888.com** was the proud recipient of Best Online Casino and Best Online Operator of the Year at the eGaming Awards 2005. **888.com** was also voted 'Best online casino 2005' by Inside Edge magazine. The Inside Edge Award was voted for by over 50,000 readers, and is the first of its kind for the online gaming industry.

A leader in Online Gaming since 1996, **888.com** is constantly recognized for its commitment to an uncompromising gaming experience. **888.com** was a founding member of eCOGRA, a non profit organization based in the United Kingdom which ensures that approved online casinos are properly and transparently monitored to provide player protection, fair gaming and responsible conduct.