



## News Release

### **Bluesquare.com Wins 'Best Mobile Performance' Award at the 2010 EGR Awards**

Online bookmaker, Bluesquare.com, has been awarded the 'Best Mobile Performance' award at this year's prestigious eGaming Review Awards.

Judged by web performance experts, Gomez, who used their network of real life users to test the performance and availability of the mobile platforms, the award follows an outstanding year for Blue Square mobile, which continues to grow in market share and the business' overall stakes.

Commenting on the 'Best Mobile Performance' award, Simon Woolf, Head of Mobile Development for parent company Rank Interactive said: *"It's fantastic to win this award. It highlights the stability, security and performance of our mobile channel; and it's a great message to communicate to our customers as we continue to expand on our mobile offering across all Rank Interactive brands in 2011."*

Bluesquare.com is one of the largest interactive bookmakers in the UK. Offering a huge range of sports betting markets, it also provides a host of other gaming products including casino, slots and poker. Mobile, which now represents around 13% of the business' overall sportsbook stakes, continues to grow at Bluesquare.com and develop vastly in terms of innovation.

The Rank Interactive portfolio also includes brands gcasino.com and Meccabingo.com, both offering strong mobile products. As Rank Interactive continues to work on exciting developments within the mobile arena, 2011 looks set to place the three brands as mobile leaders in the betting and gaming market.

**ENDS**

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