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<p>British online gambling operator</p>

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<p>Sportingbet is a British online gambling operator, owned by Entain plc.

The company was listed on the [% ,](#) London Stock Exchange and was a constituent o
f the FTSE SmallCap Index prior to its acquisition by GVC holdings.</p>

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<p>History [[% ,](#) edit]</p>

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<p>The company was founded by Mark Blandford in 1997.[2] Sportingbet acqui
red Paradise Poker in October 2004.[3] On 7 September [% ,](#) 2006 Sportingbet repor
ted that its then chairman, Peter Dicks, was detained in New York City on a Loui
siana warrant while [% ,](#) traveling in the United States on business unrelated to
online gambling.[4] Louisiana is one of the few states that has [% ,](#) a specific l
aw prohibiting gambling online. In March 2007, all Louisiana warrants involving

the company were cancelled.[5]</p>

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<p>In October 2006, Sportingbet [% ,](#) announced Paradise Poker would stop ta
king deposits from US customers, although most would be allowed to continue to p
lay for [% ,](#) another month.[6] Additionally, Sportingbet sold all its US-facing s
ports betting and casino businesses, including Sportsbook and Sports, to a group
[% ,](#) of private investors forR\$1, and an assumption ofR\$13.2 million in debts.[7

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<p>In February 2007, Sportingbet announced it was eliminating its Paradise
[% ,](#) Poker software and migrating players to its Sportingbet Poker platform. Pri
or to this, the two platforms had approximately the same [% ,](#) number of players,
but the Sportingbet platform had higher liquidity because that platform was part
of a larger network. The [% ,](#) brand name of Paradise Poker was retained.[8]</p>

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<p>In 2008, Netbet (Pty) Ltd, a company in South Africa, licensed the Spor
tingbet brand [% ,](#) for online gambling in South Africa.</p>

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<p>In October 2012, Sportingbet announced its board had agreed to prelimin
ary terms for a [#163;530](#) [% ,](#) million takeover bid from UK bookmaker William Hill
I and Isle of Man-based GVC Holdings.[9] Under the terms, Sportingbet's Aust
ralian and [% ,](#) Spanish operations were bought by William Hill.[10]</p>

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<p>Operations [edit]</p>

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<p>Sportingbet operates local-focused sportsbooks, virtual games and casin
o sites, and the [% ,](#) online poker cardroom, Paradise Poker. Overall, the company
has over 2.5 million registered customers in 200 countries, who place over [% ,](#)