

For Release on July 8th 2009

Alderney Gambling Control Commission to unveil new online gambling framework

The Alderney Gambling Control Commission (“AGCC”) is set to unveil their new licensing framework at the Gaming Executive Summit in Madrid.

Alderney’s new licensing framework separates the operation into two distinct areas, i.e. the entity having a relationship with the player (B2C) and the entity effecting gambling on its gambling platform (B2B). These will now require separate licences, so allowing the AGCC to tailor licences to the specific focus of each gaming company.

AGCC Chief Executive, Andre Wilsenach commented ‘We conducted a detailed study of the industry and the regulatory landscape, both of which are changing very rapidly, and we felt it timely to take a fresh look at our licensing framework. There were several key developments which influenced our thinking: firstly the emergence of new regulations and licensing regimes in Europe and further afield – a trend we can only see increasing; secondly, the entry to market of media companies who are new players in the eGambling industry. We are also seeing increasing numbers of specialist service providers and a growth in network gaming. All of this calls for a new approach to deal with the technical requirements and business models in evidence. We were also keen to strengthen our regulatory oversight on games and services not necessarily delivered from our jurisdiction in order to provide a high level of robust player protections.’

The Head of E-Commerce Development Robin Le Prevost said ‘I believe that what we have created has the ability to change the way online gambling regulation is conducted in the future. We have taken a fresh look at how the business is conducted and developed a model which sits comfortably with the varied and changing requirements of players, other jurisdictions and the industry . With our telecommunication and technical resources, a favourable tax structure and now a regulatory framework for the 21st century we look forward to welcoming many more of the world’s leading operators and service providers to Alderney’.

Mr Wilsenach added ‘We are confident that we have created a framework which fits perfectly with the current and future development of this dynamic industry and we are looking forward to working with operators and importantly other regulators in protecting the player’.

This statement will also be available at www.gamblingcontrol.org

Issued by: Andre Wilsenach

Issued on: 7th July 2009

Contact details:

Alderney Gambling Control Commission

St Anne’s House

Queen Elizabeth II Street

Alderney

Channel Islands

GY9 3TB

Telephone: +44 (0)1481 825500

Email: andre.wilsenach@agcc.gg

Website: www.gamblingcontrol.org