

## Betbabes conquer the betting market

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The female top-employees of an international online sports betting and gaming portal are using unusual methods to get their message across.

(Malta, November 8th, 2006) The die-hard male domain “Sports, Beer and Betting” is getting ambitious competition: 12 of the top female employees of an international online sports betting and gaming portal are aiming to cause a stir. They are planning to set themselves apart from the pool of online gambling companies with an unusual company philosophy. A calendar with appealing pictures of the business women and provocative cartoon characters are going to put the company in the spotlight – despite all legal troubles the gaming industry has to face at the moment.

The recent arrest of board members of big betting companies does not prevent the entrepreneurs to advertise themselves. The company is staffed mainly with women. They are not only responsible for business decisions, strategies and operations, but also looking to approach customers in an unusual manner.

“Staying tight-lipped about our business would set completely wrong signals for the whole industry right now. We are moving forward openly and aggressively, in order to prove to the customer that his stakes and winnings will be administered and paid out professionally. We personally vouch for our company and the integrity of our products and we are not shy to show our

face to the public. We are virtual and real, competent and sexy.” says company founder and ex-model Yara Wortmann.

A limited edition black and white calendar for 2007 presents the business women and their various responsibilities within the company. For 12 months customers get the opportunity to get to know the individual women and stay up-to-date about sporting events and poker-tournaments. The calendar was shot in the “Casino Di Venezia”, one of the oldest historical Casinos in the Mediterranean.

The women characterize the company in leading positions, and they also created their virtual alter egos: The Bet Babe cartoons are enticing the customer to bet on sports and play poker (which is going to be launched in November 2006). The unique characters are available to the user around the clock and give out promotions and tips, according to the motto “Beat the Babes”. Different Babes stand for different sports and promotions and present them via the international gaming portal [www.winunited.com](http://www.winunited.com). The Babes are not only nice to look at, but also make betting easier for the beginner and offer a whole new dimension of betting and gaming to all customers. For 2007 the company has planned to promote the BetBabes even further with cartoons and competitions.

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About WINunited.com:

WINunited.com is a fully licensed sports betting and gaming company established in 2005 and is located in Malta. The company was founded by ex-model and business woman Yara Wortmann. WINunited.com has 25 employees. The 12 ladies hold the following positions:

Founder/Main Shareholder Yara Wortmann (37), COO Sanuela (27), Head of Payment Lisa (25), Head of Marketing Sandra (34), Customer Care Team Manager Charlene (23), Customer Care Representatives: Regina (25), Victoria (24), Liz (29), Poker & Casino Product Manager Louise (33), Country Manager Western Europe Susanna (28), Country Manager Eastern Europe Blanka (24), Affiliate Manager Melanie (26).

The company is active in the international market, with customers in 15 countries. Further expansion to the Eastern European markets is planned for this year and next year as well as expansion of the products to casino and games of skill.

[You can find this press release here](#)