

Launch of Global Sports Interaction Gaming Network

Global Sports Interaction has announced details of new online sites dedicated to casual sports bettors.

We have carefully selected the key areas which we believe are important to the casual sports bettor and are going to deliver a portfolio of sites that meets their needs. We feel there is a distinct lack of interaction with sports bettors in what is essentially a 'social-networking' society.

Each online property in the network will have its own brand strength and will be characterized by two pillars of Fan Interaction and High-Impact Content.

We are not going after the high end, heavy hitting sports bettor who is a regular arbitrage player, price sensitive, heavy odds comparison user but rather our focus is to the casual weekend follower who has a passion for sport and a small flutter.

We are looking for fans to interact with each other and share their betting, hopefully winning, experiences on a range of different markets whether it be the winner of the Premier League or the 1ST eviction in Big Brother.

As operators, we will commit to providing our users with quality up-to-date information on a range of betting related angles – latest **market news**, **previews** on major sporting events, basic **betting strategy**, bookmaker reviews, **free bets** and most importantly **responsible betting**.

The sites which are all in the final phases of development will be rolled out one by one in the coming months with a detailed expose on each property.