

Fortuna: 20 000 subscribers for on-line bets in Poland

As a part of subscription process for on-line fixed-odd betting offer, Fortuna zakłady bukmacherskie has already received 20 000 applications and therefore doubled the number of potential users of efortuna.pl website since the first days of October 2011. The bookmaker is currently awaiting the agreement of the Minister of Finance in regards to running on-line betting on the Polish market.

Fortuna zakłady bukmacherskie started the preparatory process of on-line betting launch in September 2011. It includes registration of already subscribed and brand new users to Fortuna website, followed by opening an on-line account for on-line betting purposes. **To fulfill the registration process, each subscriber is to provide accurate and up-to-date personal details along with the ID number (by the PESEL number), enabling age verification.**

Unlike the foreign bookmakers – who do not have the agreement from the Minister of Finance – **Fortuna guarantees its clients secure services.** When the Company receives an appropriate license for running on-line fixed-odds bets, all registered users will be able to fully enjoy the internet betting, without the risk of being fined.

„More than 20 000 sports fans and betting enthusiasts have show interest to participate in legal fixed-odds betting. The fact that our Clients acknowledge the advantages of betting with Fortuna is extremely important to us. We guarantee secure services which are run in line with the Polish law and subject to tax, hence we expect fans of fixed-odds on-line betting will prefer to play legally. We presume, that the license will be granted by the Minister of Finance in the up-coming days. Fortuna already has broad experience in offering on-line bets in the Czech Republic and Slovakia. Therefore, we are adamant that we are perfectly capable of not only fulfilling the expectations of Polish on-line clients, but also scooping the position of the leader in this field in Poland” – says Jan Stefanek, Fortuna zakłady bukmacherskie CEO.

It is of the utmost importance to remember that participation in fixe-odds bets, organized disobediendly to the rules of the Polish Gambling Act or without appropriate license is subject to **fine**, which – depending on the income of the pecuniary – can reach **from a few hundred even up to a few thousand PLN**. What is more, placing on-line bets, organized by foreign parties, can also be liable to the penalty of up to three years of imprisonment. Furthermore, **incurring any claims or compensation** from the **illegal foreign bookmakers** is **much more complex**. In case of any dispute in regards to the scale of or the winning as a whole, as well as any reimbursements – it is the bet-maker that covers all costs of international legal proceedings. Therefore, **on-line services provided by legally operating bookmakers ensures the safety and security of each transaction.**

Basing on the know-how of Central-European Group, running fixed-odds bets in betting points and on-line as well as 15 years of experience on the Polish market, **Fortuna zakłady bukmacherskie set the standards and trends in this field.**

Firstly, the Company strictly abides by the players **age verification procedures**, which will also be applied with the on-line bidders. Secondly, all Fortuna clients will be provided with **full customer services and support – both on-line and in betting points.** As a bookmaker registered and operating legally in Poland, **Fortuna** acts in compliance with the Polish Gambling Act and is a taxpayer, **subject to Polish law.**

About Fortuna Entertainment Group:

Fortuna Entertainment Group is a leading Central and Eastern European betting operator. The founding company FORTUNA sázková kancelář, a.s. was established in Prague in 1990. Just one year later, Terno, a.s. was founded in Slovakia. In 2005, the Penta investment group became the owner of both companies and in the same year acquired the Polish betting operator Profesjonal and gradually unified these companies under one brand.

Fortuna creates standards and determines trends on the Central European market as a result of over 20 years experience in the betting industry. The Group continues to invest in the development of new products and services while expanding the branch network and the quality of distribution channels. Fortuna currently operates more than 1,400 branches on three markets.

The Group has developed the FortunaWin online betting and gaming platform, enabling products to be offered on new markets. FortunaWin is currently providing betting and gaming products to customers in Hungary. In October 2010, the company was successfully floated on the Prague and Warsaw Stock Exchanges. The major shareholder continues to be the Czechoslovak financial group, Penta.



FORTUNA

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