



## **COUNTING HOUSE** winning payment solutions

### **Counting House Sweetens the Pot for EGR Live Attendees**

*Counting House Ltd., a payment service provider for the internet gaming sector, is extending a free trial offer to issue and send one file of up to 5,000 payments free of all charges to attendees of the EGR Live Conference.*

Isle of Man, November 25, 2009 - Counting House Ltd., a payment service provider that specialises in worldwide payment solutions for the online gaming community, announced today that they will offer a free trial of their outbound payment processing solutions to all attendees of EGR Live. They are inviting any company that is not currently a Counting House client to submit one file of up to 5,000 domestic or foreign currency payments, which they will then issue and send, free of all charges, and with absolutely no strings attached.

“Our free trial offer has a value of up to £1,500 for EGR attendees, which could prove to be reason in and of itself to attend the event” notes Paul Davis, spokesperson for Counting House Ltd. Casinos, affiliate networks, or any other type of organization that uses outbound payments can contact Counting House and quote the correct offer code to send a file of up to 5,000 payments absolutely free of charge. The specific payments can contain any mix of currencies from over 70 supported countries. All printing, processing and postage will be covered by Counting House, making it such a valuable offer that EGR attendees may find it hard to resist.

When asked why they would run the risk of losing thousands in cheque issuing fees, Davis replied, “We know that companies within the online gaming community have a wide range of outbound payment options available to them, but we are confident that once given the opportunity to experience our speed and efficiency, many companies will choose to become Counting House clients”.

EGR Live 2009 is a free to attend conference taking place Nov. 30 – Dec.1 at Old Billingsgate in London. Delegates can take advantage of the opportunity to combine meetings, conference sessions, seminars, workshops, products & services displays, networking and hospitality all under one roof. Since there is no cost for attending, taking advantage of Counting House’s free trial offer may prove to make this a very profitable way to spend an afternoon; delegates simply need to stop by pod E92 within EGR Live to pick up their free trial invitation.

Counting House launched its brand of payment solutions, which includes a global range of inbound and outbound services, in July of this year. Since the launch, they have acquired some major gaming names amongst their clientele and travel to all the major industry events to meet with new and existing clients. Counting House plans to attend most major industry events in 2010, beginning with the International Gaming Expo and the London Affiliate Conference in January.

#### **About Counting House Ltd.:**

Counting House facilitates inbound and outbound payments in local currencies through a robust network of worldwide banking facilities, eliminating the need for clients to establish complex international banking relationships of their own. Counting House offers international cheque processing, credit card processing, direct debit and bank transfer collection, making it easier for gaming companies to offer familiar local currency payment options to players worldwide. They

also offer the ability to pay international players by local currency cheque or electronic funds transfer, enhancing player satisfaction and goodwill.

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