

**PRESS RELEASE**

For immediate release

**eCOGRA ACHIEVES 100 ONLINE CASINOS TARGET MONTHS AHEAD OF SCHEDULE****Gambling Standards Authority issues its 107<sup>th</sup> "Play It Safe" Seal to accredited online casinos and poker rooms**

**LONDON, AUGUST 14, 2006** - The online gambling standards and player protection body, **eCommerce and Online Gaming Regulation and Assurance (www.eCOGRA.org)**, today announced it achieved its target of accrediting 100 online casinos and poker rooms before December 2006.

eCOGRA launched its 100 Seals campaign in May this year with 76 accredited sites. In just more than three months the organization has exceeded its goal, with 107 "Play It Safe" seals awarded to tier-one online casinos and poker rooms. These operators use a variety of different software platforms which includes major international providers 888 Holdings, Ogame and Microgaming.

Achieving the target within a matter of months is a reflection of increasing demand from players for the seal, and to the commitment of growing numbers of online gambling operators who want to commit to higher standards of player protection, service and operational efficiency.

"Not only is this a major milestone for eCOGRA, these 107 seals signify a major change in the industry in which players are consistently seeking out the "Play It Safe" seal, and there is a real desire and ability for the industry to self-regulate," said eCOGRA CEO Andrew Beveridge. "To all online operators, if you're ready to meet the 21st century challenges facing the industry, we invite you to commit to our standards and join the ranks of some of the most successful online gambling sites in the world."

The latest "Play It Safe" seals were awarded today to the following sites:

**Online casinos:**

[www.vegassplendido.com](http://www.vegassplendido.com)

[www.aztecrichescasino.com](http://www.aztecrichescasino.com)

[www.blackjackballroom.com](http://www.blackjackballroom.com)

[www.captaincookscasino.com](http://www.captaincookscasino.com)

[www.casinoclassic.com](http://www.casinoclassic.com)

[www.casinokingdom.com](http://www.casinokingdom.com)

[www.goldentigercasino.com](http://www.goldentigercasino.com)

[www.luckyemperorcasino.com](http://www.luckyemperorcasino.com)

[www.phoeniciancasino.com](http://www.phoeniciancasino.com)

[www.strikeitluckycasino.com](http://www.strikeitluckycasino.com)

[www.virtualcitycasino.com](http://www.virtualcitycasino.com)

[www.yukongoldcasino.com](http://www.yukongoldcasino.com)

[www.zodiaccasino.com](http://www.zodiaccasino.com)

**Online poker rooms:**

[www.roxypoker.com](http://www.roxypoker.com)

[www.aztecrichespoker.com](http://www.aztecrichespoker.com)

[www.captaincookspoker.com](http://www.captaincookspoker.com)

[www.goldentigerpoker.com](http://www.goldentigerpoker.com)

[www.pokerrewards.com](http://www.pokerrewards.com)

[www.virtualcitypoker.com](http://www.virtualcitypoker.com)

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**About eCOGRA**

eCOGRA ([www.ecogra.org](http://www.ecogra.org)), the independent standards authority for the online gambling industry, is committed to protecting online casino and poker players around the world. The non-profit organisation addresses the most important issues to players: fast payouts, fair gaming, responsive and efficient service and responsible operator conduct.

eCOGRA provides an international framework of best operational and player practice requirements enforced through inspections, reviews, and continuous monitoring by independent global audit companies. To date, 107 sites comply with these requirements and have been awarded the coveted "Play It Safe" Seal that identifies to players the safest online gambling sites on the Web. For more information on how eCOGRA is constantly improving standards in online gaming for players everywhere, go to [www.ecogra.org](http://www.ecogra.org)

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