Internet Gambling: CasinoAffiliatePrograms.com Kicks Off Voting for 2nd Annual CAP Awards

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Leading Online Casino Website Announces Final Stage of Awards Process, Leading up to January’s Gala Reception and Awards Ceremony during CAP Euro: London 2009.

CasinoAffiliatePrograms.com, commonly referred to as “CAP”, a leading online marketing resource and community website for Internet casino affiliates, announced today the kickoff of the voting stage in its highly anticipated Second Annual CAP Awards.

Scheduled to take place in January 2009 during CAP Euro: London, the CAP Awards is a yearly event held by CasinoAffiliatePrograms.com in collaboration with its sister site, PokerAffiliatePrograms.com “PAP”, to recognize and honor the most successful and innovative members of the worldwide Internet gaming affiliate marketing community.

The CAP Awards recognize superior achievement for Best Affiliate, Best Affiliate Program, and Best Affiliate Manager in the categories of Casino, Poker, Bingo, Sports Betting, Skill Gaming, and Lottery. There are also awards for Best iGaming Software in the categories of Casino, Poker, and Bingo. Rounding out the awards are Best Overall Affiliate, Best Overall Affiliate Manager, Best iGaming Affiliate Network, and Best Payment System.

Now entering its second year, the CAP Awards are already an important annual tradition for this industry. CAP has made it clear that this year’s ceremony will top last year’s, an extravagant black tie gala event that drew more than 500 guests from all corners of the gaming industry during CAP’s 2008 London conference.

“We were overwhelmed with positive responses to last year’s CAP Awards, which was our first ever,” commented Lou Fabiano, founder and president of CasinoAffiliatePrograms.com (CAP). “And this year, the ceremony will be even bigger and better. We want to encourage everybody in the CAP and PAP communities to visit www.capawards.com and start voting today.”

Representing the largest and longest-running community of its type, with the most popular and highly trafficked user forums in the industry, CAP and PAP are uniquely qualified to empower online gaming’s affiliates and affiliate managers with the decision of naming who has made the year’s greatest achievements among them — and therefore who deserves to take home a coveted CAPPY award.

“This ceremony is unique in that the nominations process is peer-led,” states the official CAP Awards website, which allows CAP and PAP members to nominate and vote in each category. Nominations submitted from members of the CAP and PAP communities via the site account for about 75 percent of the final result. Overseeing the process is an independent judiciary panel made up of ten respected operators, affiliates, and vendors. In addition to providing important industry insight and expertise, these individuals help ensure that the nominations are well-placed and the awards operate in a fair and non-biased manner.

The democratic nature of the process is designed to ensure that the awards represent a consensus of the online gaming affiliate community as a whole, and are not just the decision of the CAP administrators.

“We are delighted to win this award, especially since we know that this has come directly from the whole affiliate community at large,” stated Roger Raatgever, CEO for Microgaming, 2008’s winner for Best iGaming Software for Affiliates. “As one of the founders of this industry, we feel we have a responsibility to drive it forward, both in terms of games and technology development. To receive recognition for our work from the people that draw the players to the sites in the first place is personally very rewarding and we would like to thank all those that voted for us.”

“This award is a great achievement for us AND our affiliates as they were the people who saw the potential in our product and were instrumental in building us up to the company we are today,” added 2008’s winner for Best Poker Affiliate Program, Margaret Burke, Affiliate Manager for PKR.

“I am truly honored for this distinction ‘Best Casino Affiliate’,” commented Bryan Bailey, Owner and Founder of Casinomeister, 2008’s Best Casino Affiliate. “In the past, I have received awards from players, magazine editors, and industry folk, but to be awarded by my peers is a significant event for me. I am very appreciative for this.”

The voting stage runs through December, leading up to January’s CAP Awards ceremony. For more information please visit www.capawards.com or email news@casinoaffiliateprograms.com.

The Cap Awards are brought to you by iGaming Business and CAP who also organize the leading iGaming affiliate event CAP Euro. The awards are voted for by affiliates and operators throughout the industry over a 6 month period and truly reflect the opinion of our industry which is exactly why they are so important. iGaming Business is the number one trade publication for the online gambling industry. Its comprehensive editorial covers existing and emergent technologies, events and progressions in the iGaming industry. Read by more than 7,000 iGaming professionals, iGaming Business is the most widely read publication in the sector.

CasinoAffiliatePrograms.com is the largest and longest-running online gaming affiliate resource, featuring an active community forum, chat rooms, affiliate marketing tools, industry news/articles, scam alerts and a rigorous and distinguished certification process for casino affiliate programs. CAP Certified Partners are held in the highest regard and expected to protect the integrity of their affiliates and the industry as a whole. For more information, please visit http://www.casinoaffiliateprograms.com.

The world's largest poker affiliate community and resource website, PokerAffiliatePrograms.com was established to provide webmasters interested in promoting online poker a place to research, discuss, and gain insight into the business. The company's mission is to provide the best community forum of its kind online, as well as a list of quality affiliate programs and a comprehensive collection of articles, resources, tips, and program alerts to help assist affiliate marketing webmasters. For more information, please visit http://www.pokeraffiliateprograms.com.