Bookmaker.com offers Cash Back Rewards with NEW BetPoints Loyalty Program

Contributed by Thomas Jensen
Friday, 23 January 2009

BookMaker.com announced the launch of BookMaker BetPoints, a new loyalty program designed to reward both recreational bettors and high rollers alike. At each of three different status levels, BookMaker.com players will receive a unique package of loyalty benefits, and will now have the ability to earn points on sports, casino and poker action and redeem those points for no-rollover cash bonuses among many other rewards.

"Our new BetPoints loyalty program is another example of our commitment to delivering the highest-quality gaming experience and the best value for bettors on the Internet," said Mickey Richardson, CEO of BookMaker.com. "What we set out to accomplish was to give all of our players, no matter how big or how small, the best rewards and benefits in the gaming industry today."

The new BookMaker.com BetPoints program has three different status levels, and players accumulate BetPoints based on their status level, the type of gaming they do and the type of wager they make. Each status level has a unique structure for earning points, freeplay bonuses for reloads, and free payout offers, and also for redeeming points for rewards such as frequent flyer miles, gift cards, sweepstakes and merchandise. Players can also redeem their BetPoints for no-rollover cash bonuses. Horse bettors receive up to 8% cash back on their wagers instantly.

"It doesn't matter if you bet on sports or horses, or if you play casino games or poker - you will now be able to earn cash-back on your action when you play at BookMaker.com," said Richardson. "I think players will enjoy the new BetPoints loyalty program - we really tried to make it into something that everyone will want to use, and we made it so that you earn BetPoints on almost everything we offer."

BookMaker.com has been in business for over 22 years and has built a reputation among sports betting enthusiast as one of the most established and respected gaming companies in the world. Featured in national media outlets such as The New York Times, The Washington Times, CNBC, and more, BookMaker.com is renowned as "where the line originates".