

## Bodog Enters Asian Market, Brand Licensed to Haydock Sports

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Point-Spreads.com can confirm that Bodog has entered into a Brand licensing agreement in Asia with Haydock Sports Limited. The official statement should be out on the wires in the upcoming day or so, however Point-Spreads.com has learned that the former Managing Director of Asia for Victor Chandler, Ian Dunning leads Haydock Sports out of Manila. Hadock will offer gaming services under the world renowned Bodog brand, Asia wide.

Haydock Sports has operated in Asia under the authority of an Interactive Gaming License issued by First Cagayan pursuant to the laws of the Republic of the Philippines since 2006 and the team behind the operation brings several years of experience to the new venture. Haydock launched [www.9play.com](http://www.9play.com) which offers sports betting and casino products in both Chinese and English to the Asian markets they serve.

The move into the Asian market comes 18 months after Bodog announced a licensing agreement for their brand in North America with Morris Mohawk Gaming Group. Based on the Mohawk Territory of Kahnawake, Morris Mohawk is headed by noted First Nations leader Alwyn Morris, who is revered for winning two medals in kayaking in the 1984 Olympics and raising the symbolic eagle feather to honor his ancestors during the medal ceremony. For his Olympic accomplishments and his work with youth in the Health and Welfare Canada Native Drug Abuse Programme, Morris was made a member of the Order of Canada, the country's highest civilian honor in 1985.

Point-Spreads.com believes the structure of the deal is similar to the licensing arrangement that Bodog currently enjoys with MMGG, which offers online gaming services to users in North America under a exclusive licensing agreement with Bodog which is based in Antigua.