Bodog.com is Back Online!

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Point-Spreads.com has learned that Bodog and the Morris Mohawk Gaming Group will announce today the finalization of a domain licensing agreement and the resurrection of the world-renowned www.bodog.com.

Checkout Point-Spreads.com's exclusive interview with Bodog.com Founder Calvin Ayre, his first interview since announcing his retirement.

The MMGG acquired many valuable domains – including www.bodog.com - when it recently settled a patent case that had been ongoing in the United States. When asked why the MMGG stepped in, Mr. Alwyn Morris, Chief Executive for the Morris Mohawk Gaming Group noted “While the MMGG was not the judgment debtor, the defendant supplier hadn’t been operational since 2007 and there was therefore simply no possibility of their satisfying the default judgment. We are the exclusive licensee of the ‘Bodog’ brand within the region and so our business was impacted by anything that cast a shadow across the brand. We wanted to remove any residual uncertainty that this case had created, and we wanted to acquire the domains - it was a straightforward business decision.”

“We are absolutely thrilled to be able to return the Bodog experience to its rightful home – the reaction of staff and key suppliers has been thunderous,” says Mr. Morris. “We will be transitioning the MMGG site to this domain over the coming weeks. Moreover, we have only just this morning inked a deal with Bodog Antigua, from whom we license the Bodog brand. Under this contract, outside of our brand license territory, the www.bodog.com domain will be redirected to the other brand licensees’ sites, as appropriate. One domain, worldwide.”

Keith McDonnell, Managing Director of Bodog Europe noted “As the ‘Bodog’ brand licensee for Europe, we are ecstatic to see the return of www.bodog.com. Working with the MMGG and the other licensees, geo-targeting will be used to ensure visitors outside of the MMGG’s territory are directed to the correct site, including ours www.bodoglife.co.uk. This way, the marketing efforts of every licensee to promote www.bodog.com benefit us all, ultimately reinforcing and strengthening the global brand. It will absolutely be a win-win-win solution.”

Mr. Morris added “The MMGG and the other Bodog licensees are experiencing tremendous momentum right now, and we are confident that this will only add fuel to the remarkable growth and expansion of the businesses. The brand is stronger than ever and a new day is dawning – everyone feels it.”

See what Bodog.com Founder Calvin Ayre has to say about the domain name settlement and more in his exclusive 1st interview since announcing his retirement.