

Bodog.com Operational in North American Market

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Morris Mohawk Gaming Group has announced that the Bodog.com domain name is officially operational and serving the North American marketplace. Back in April, Point-Spreads.com broke the news that Morris Mohawk Gaming Group acquired the Bodog.com Domain Name portfolio from the patent trolls at 1st Technology.

"Credit has to go to Alwyn Morris and the Morris Mohawk Gaming Group for that," stated Bodog Founder Calvin Ayre in his first post retirement interview exclusively with Point-Spreads.com. "As you know, the MMGG has the exclusive license to the Bodog brand for online gaming in the US."

Point-Spreads.com expects the Bodog Nation to have a stellar end to 2009. Word is that Bodog will enter the Canadian market just before the start of football season. This lucrative betting market was off limits to the brand for some time due to the fact that they outsourced several elements of their operation to vendors based in Vancouver, however the company relocated its suppliers to Europe and streamlined operations to target the European market and is now letting its European Franchisee open up in Canada later this year at bodog.ca.

"The Morris Mohawk Gaming Group is the longest-standing licensee in that market," Ayre said. "Bodog recently announced the brand license agreement with Haydock in the Philippines, which will offer services to certain Asian markets. Stay tuned for some very interesting developments in Europe, and discussions have already begun with potential licensees for the Canadian and other markets."

Bodog is one of the world's largest and oldest gaming operators that just registered its 3 millionth customer.