

## PRESS RELEASE

Pentasia Teams Up With iGaming Marketing Forum Organisers  
*Friday 5<sup>th</sup> September, 2008*

Pentasia has teamed up with Bullet Business to offer you £200 off the standard price of entry into their upcoming iGaming Marketing Forum.

The event will be taking place at the Regents Park Marriott in London on 28<sup>th</sup> and 29<sup>th</sup> October and as official recruitment partners of the forum, members of Pentasia will be attending and available for meetings either at the conference itself or in private if confidentiality is required.

The iGaming Marketing Forum is already proving to be very popular with representatives from a host of major iGaming organisations already signed up and is aiming to address some of the toughest challenges business faces today including:

- **Leverage maximum returns** from your current marketing channels including Online, TV, Print, Radio, Social Networking, RSS, Blogs, Word of Mouth and more.
- **The right message to the right people:** Discover the best ways to segment your target audience through IP localisation, thoughtful product differentiation, suitable platforms and more to make sure your online customers get what they really want
- **Legal advertising, where do you stand?** Get up to date with the latest legal and regulatory advertising laws to ensure you're on the right side of the law Assess your loyalty and retention strategy and discover practical initiatives such as incentive and loyalty programmes to make a difference to your customer database right away!
- **Identify the European hotspots** such as Scandinavia, Italy, Spain, France and Germany and discover the marketing techniques deployed to increase player conversion

To claim your £200 discount either:

- Email [ravi@bulletbusiness.com](mailto:ravi@bulletbusiness.com) with "Book Me – Pentasia" in the subject line

or

- Call Bullet Business and talk to the team directly on +44 (0)20 7375 7575 quoting "Pentasia".