



Betchoice Offers Facebook 'One in a Billion' Bet

SYDNEY, AUSTRALIA - February 3, 2012 - If Facebook was a country, it would be the third largest in terms of population with more than 800 million users. Heading towards 1 billion users, Betchoice - a leading Australian betting site - is giving punters the chance to pick the month that Facebook hits this monumental milestone.

Nearing 11 million users, Australia has higher usage of the site than the USA, with 0.15 per cent higher penetration of the population*. Betchoice Executive Chairman, Mark Morrissey, said: "With half of our population using the world's most popular social networking site, Australians have taken to Facebook like fish to water."

Betchoice is available on a range of devices including PCs, laptops, tablets and mobiles. For the full range of markets, to register or place a bet, visit www.betchoice.com or call 13 PUNT (13 78 68).

Market courtesy of Betchoice.com

\$5 December 2012 or later \$6 April 2012 \$6 June 2012 \$6 July 2012 \$7.50 May 2012 \$8 August 2012 \$8 March 2012 \$10 February 2012 \$10 September 2012 \$16 October 2012 \$19 November 2012

All prices are subject to change; please check the website for updated prices.

About Betchoice Betchoice is an Australian based online gambling portal that offers a full and diverse range of wagering products, including racing, sports and novelty betting. Betchoice was founded in 2001 with Betchoice Corporation Pty Ltd launching in October 2006 after obtaining a license in the Northern Territory. Betchoice is a privately owned company with around 40 staff and has an annual turnover of around \$200 million.
www.betchoice.com

* Source: <http://www.socialbakers.com/facebook-statistics/australia>

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