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emnos UK to sponsor EGR Awards 2009

Gaming, gambling and lottery a core sector of expertise

On Monday, 30 November 2009, around 800 key industry experts will join the EGR (E-Gaming Review) Awards 2009 in London to reward the best operators in the online gaming industry. The awards have been running for five years and are firmly established as a key event in the e-gaming industry.

At this year's ceremony, emnos UK will exclusively sponsor the Awards category 'European sports-betting operator of the year'. Key criteria to be looked at by the judges include scale and domination of product, geographical diversity, growth, leadership and innovation and marketing of European e-gaming operators. BWIN, Betclix and Sportingbet are among the companies nominated in this category.

The area of gaming, gambling and lottery is a core sector of expertise for emnos: In UK, the consulting and services company currently works with clients such as The National Lottery and Sportingbet to help them increase player retention and building bottom line player value and profit. Services include analysing player behaviour, modelling and research as well as developing targeted loyalty strategies.

"emnos UK is delighted to support the EGR Awards 2009 to further reinforce our position as the leader in the application of 'analytical science' to gaming and lottery brands worldwide," comments Alan Lowthorpe, Director of Gaming & Leisure at emnos UK.

[Please click here for more information on the EGR Awards 2009.](#)

About emnos UK

emnos is a consulting and services business that helps retailers and service brands achieve customer-centric growth. emnos has deep expertise in analysing and evaluating customer data, developing strategies for customers, products, pricing and promotion and offering tools and technologies to support their implementation.

emnos is a subsidiary of the Loyalty Partner group of companies and operates offices in Munich, London, Paris, Madrid and Warsaw. In UK, emnos works for four of the top ten UK retailers as well as other leading brands including The National Lottery, British Gas, BP, Sporting Bet and Air Miles.