

2008 PRO AND COLLEGE EDITION

INSIDERS

B E T T I N G D I G E S T

\$7.95 USD \$9.95 CAD

WE GIVE OUR AWARD

FOR THE BEST ONLINE
SPORTSBOOK

HANDICAPPING

THE BEST COLLEGE RIVALRIES

STUCK IN THE MIDDLE

'KEY' NUMBERS AND WHY
ODDSMAKERS STAY ON THEM

PLUS

TEAM BREAKDOWNS

120 COLLEGE AND 32 NFL PREVIEWS
WITH OVER 1,000 BETTING TRENDS

MYTH BUSTERS

DISPELLING POPULAR NFL BETTING MYTHS

Go Everywhere The Action Is?

See the best plays, last second drives and season defining moments - live on ESPN Gameplan, only from DIRECTV.



Your ticket to the Most College Football on TV

Follow your alma mater no matter where you live with up to 12 games a week outside your local area. See up to 150 key rivalries and major conference match-ups. See the most college football every Saturday.



DIRECTV brings you more exciting matchups than you ever thought possible. Follow your favorite teams across the country with our pro and college sports subscriptions.



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Each year Insiders' Betting Digest conducts a comprehensive assessment of the top online sportsbooks, with the goal of finding and recommending the best overall gambling destinations to our readers. We started this with edition #1 and in this, our ninth season, we present a clear cut winner after using the most exhaustive and thorough analysis techniques ever.

Our IBD review panel consists of industry experts, legal professionals, marketing and gaming gurus as well as a top-notch technical test group. Using in-depth research and analysis, they break down every factor that helps make a great sportsbook. Bonuses, payouts, customer service, web site speed and security - we test and rate these and many more. When Insider Betting Digest searches for the world's #1 sportsbook, you can be sure we leave no stone unturned.

With over 600 legal gambling

created 3 different accounts with each sportsbook on our short list. In the first accounts we deposited and wagered with \$5,000. In the second, \$300 and in the third just \$100. In total we opened more than 120 test accounts wagering hundreds of thousands of dollars. This way we not only evaluated each site's online wagering interface and phone betting service at both maximum and minimum betting limits, but we also scored their customer service for small and large bettors alike. Our overall choice was the only one to treat all three customers with an extremely high level of professional service.

Here at the Top 10 factors to consider when selecting your Sportsbook:

1. YEARS IN OPERATION

Your sportsbook should have at least 5 years of successful operation under their belt, along with a solid track record and a reputation based on

5. CUSTOMER SERVICE

When you call a sportsbook's customer service department are you greeted by a friendly, informative, English-speaking representative? Is 24/7 assistance available? We made over 50 calls to each sportsbook on our short list to gauge their commitment to making the customer #1 and to insure we covered a good sample of their staff. Speedy payouts are a must.

6. LIBERAL WAGERING RULES

11/10 on straight wagers is a gimmie, but you should look for favorable odds on parlays, teasers and exotic wagers. Likewise, you should be able to find a wide variety of sports and leagues to bet on.

7. STATE-OF-THE-ART TECHNOLOGY

As the industry evolves to new technical standards, the benefit to the consumer is immediate. Fast and secure processing, lightning quick communications and failsafe wagering ability are all key. Bonus marks for those sites that have evolved over time to continue to upgrade their site functionality.

8. COUNTRY OF OPERATIONS

Make sure the sportsbook operates in a country or jurisdiction that allows this type of operation. If it does, check to see if the company is legally licensed to operate a gaming business in that jurisdiction.

9. INTERNET ACCESS

Placing a bet 10 minutes before the big game when traffic is at a peak is a good test of a sports book's technical ability to handle increased wager loads. If their web site isn't lightning fast and easy to navigate just before kick-off, then take your business elsewhere!

10. ADVERTISING AND PROMOTIONS

What are they offering and where are they doing it? Are sites that you trust as reputable carrying their advertisements or live odds? Sportsbooks with a large media presence on the Internet and via traditional methods like direct mail are the sites you should trust. Why? They have the financial clout to attract and retain a large number of customers and this comes only from a strong marketing and operational vision.

On the following pages, you'll find our winner for this year's #1 sportsbook in the world. *



CHOOSING A SPORTSBOOK

WHAT TO LOOK FOR WHEN CHOOSING AN ONLINE SPORTSBOOK

companies operating worldwide, your betting options are almost unlimited. But an operation won't even make the IBD Top 25 unless they have been in operation for more than five years and have no current outstanding customer issues. Just making this short list is an honor!

The first priority when choosing a sportsbook has always been the security of your money. The widest variety of lines, slickest website and largest range of deposit methods mean nothing if you can't be sure that your winning balance will be quickly and safely delivered into your hands.

Second is the disparity in customer service given to small and large betting accounts. These days it has never been more obvious to us that an operation will often only start to value you as a bettor after you have become a high roller. As part of our testing, we

performance, not promises.

2. SECURITY OF FUNDS

A sportsbook needs to demonstrate to IBD that funds will be safe and secure once you've deposited. In addition, they need to provide us with fiduciary failsafe procedures and answer customer inquiries of a financial matter within a maximum of 24 hours.

3. MANAGEMENT

A successful sportsbook needs vision of leadership combined with strong day-to-day management. The knowledge and availability of its supervisors, operations managers and executives is very important.

4. METHODS OF DEPOSIT

A trusted and established sportsbook will offer a wide variety of deposit methods, including credit card, bank wire and person-to-person direct transfers.



**#1
ONLINE
SPORTSBOOK**

The Insider's Guarantee:

We at Insiders' Betting Digest have spent thousands of hours year after year identifying the Top Ranked Sportsbooks in the World. For this edition, we've investigated more than 600 online sportsbook in 11 different countries. This year there is **Only One Sportsbook That We Are 100% Confident In Recommending.**

As proof of our confidence in this sportsbook, we will be extending the **Insiders' Betting Digest Guarantee** and financially stand behind our pick, good for up to **\$100,000** against non-payment due to lack of funds or business failure.

This year our **Insiders' Betting Digest Guarantee** will be extended to our Top Ranked Poker Room as well.

Note: This guarantee does not cover unresolved claim.



**THE
INSIDER'S
"GUARANTEE"**

TOP RANKED SPORTSBOOK IN THE WORLD

BETUS.COM

WE'VE GOT YOUR GAME

www.BetUS.com **1-800-585-4849**

Last season, perfection barely eluded the New England Patriots but there is one **amazing streak** in sports that is still alive. For the **tenth consecutive year**, the staff at Insiders' Betting Digest is pleased to award BetUS.com our "Gold Seal of Approval" and our ranking as the **#1 Ranked Sportsbook in the World.**

BetUS.com scored #1 in eight different categories and within the top 3 in all of the remaining to make it an easy decision for us to rate BetUS as the best sportsbook period. BetUS.com started out in 1994 as a pioneer in the online gaming industry and their top-notch management team of industry veterans has since worked diligently in all areas we assessed to take the IBD award.

Even with their #1 ranking, they continue to invest in human resources by adding to their already solid senior management and paying junior staff well above industry standard in order to attract the best and brightest.

They also have continued to make a significant investment in technology, retooling their web site and betting engine to create a more user-friendly experience.

Simply put, even though they

already held our #1 ranking and were the most heavily trafficked sportsbook on the net, it is not past successes that motivate their management team. **BetUS continues to raise the bar** and strive to give their clients a unique betting experience that can not find elsewhere.

That type of innovation and commitment to excellence is what sets BetUS.com apart from their competitors.

We've broken down for you how BetUS.com measures up in several of our key categories used while compiling our rankings.

PERSONALIZED SERVICE

BetUS gets major points here and easily outshined their competition in this category. **Each customer is assigned a Personal Account Manager** who is solely responsible for servicing that account. This is something that the brokerage industry has done for years and with it, BetUS.com has redefined one-to-one customer service. With more than 700 English-speaking representatives in account management, wagering and customer support, BetUS.com puts its money where its mouth is.

BetUS.com even kicked it up a notch this year by adding a new

live chat interface. So if you don't feel like picking up the phone or are traveling outside of their toll-free calling area, you are still covered. BetUS is one of very few services that now offers this live chat service 24 hours a day, 365 days a year.

SAFE & SECURE

When you see a sportsbook's **live odds displayed daily on ESPN, AOL and MSNBC**—as is the case with BetUS—it's a pretty good indication that it's a solid company with which you're dealing. **There is simply no safer sportsbook to deposit your money in than BetUS.com.** They are one of only a handful of sites to ensure your bankroll deposit is safely tucked away in an insured escrow account until you request a speedy payout by one of their many withdrawal methods.

Also, according to Hitwise (the Internet equivalent of TV's Nielsen Ratings), BetUS.com was by far the highest trafficked sports betting web site over the course of the last year. Their size alone is an indication of their stability, as well as a strong track record of taking great care of their clients.

WAGERING VARIETY

While almost every sportsbook offers lines on the major sports, BetUS.com offers more lines on more sports than any other sportsbook we reviewed. We were amazed to see betting on Triple A baseball, lacrosse, surfing and more than 40 different soccer leagues.

Likewise, the types of bets they offer go way beyond that of their competition. They offer up to 15-team parlays and teasers and one of very few books to offer "pleasers".

They are also one of only a few sites to feature live, in-game betting. What this means is if you did not get a wager down before kick-off then you can still place a bet while the game is being played.

STATE-OF-THE-ART WEB SITE

This is another area in which **BetUS.com is providing the example which their competitors**

strive to follow. Already ranked #1 in this category last year, they spent the last year researching clients' betting habits and developing the latest version of their web site and betting engine.

Version "2.0" of their web site gives their clients a smoother wagering interface, account personalization and lots of other bells and whistles that you'll just have to see for yourself.

BONUSES & PROMOTIONS

There's no question who leads the packs when it comes to this category. **BetUS.com hands down offers the biggest sign-up bonuses and top comp program in the industry.** We noticed an industry trend that many sportsbooks have stopped offering re-deposit bonuses. This is definitely not the case at BetUS as they offer bonuses on every deposit, as well as "Gambler's Insurance" which give you back a portion of your losses twice a year.

Their loyalty points program give you points that you can redeem for free bets and cool prizes. They also offer up millions in free contests and poker and casino freeroll tournaments throughout the year.

EASY DEPOSITING

None of the above means much if you are unable to make a deposit to fund your account.

BetUS.com ranked #1 in the Methods of Deposit category with a fantastic variety of deposit options including Visa & MasterCard, bank wire and person-to-person electronic funds transfer.

Factoring in all of the above and considering some of BetUS.com's other great offers: free stats, betting previews with trends and angles, 40+ online casino games with no download required and one of our top-ranked poker rooms, and great perks just like their swimsuit calendar and DVD, Playbooks and magazines, we without hesitation gives BetUS.com our **Gold Seal of Approval** and the honor of earning our **#1 Ranking.** *

BETUS.COM BY THE NUMBERS

LONGEVITY

15th year in operation

SECURITY

Verified escrow accounts for all players

DEPOSITING

Visa & MasterCard, person-to-person money transfer

MANAGEMENT

More than 100 years combined experience

CUSTOMER SERVICE

700+ reps on call, live chat 24 hours

BETTING MENU

Highest Parlay & Teaser Odds, great selection

FEATURED ODDS PROVIDERS ON:

ESPN, AOL, MSNBC/
NBCsports.com

TECHNOLOGY

Industry-leading web site, new betting interface

WEB ACCESS

Reliable, lightning-fast

PROMOS/BONUSES

Best bonuses in the business!





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anywhere, anytime.

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FEATURES

Chat with other
Players
Multi-Player
Head-to-Head
Sit-and-Go
Tournaments
Play for real or
play for fun
Excellent
Animations &
Graphics

GAMES

Texas Hold'em
Omaha
Omaha Hi-Lo
7 Card Stud
7 Card Stud Hi-Lo

WELCOME BONUS

Get a 100%
deposit bonus up
to \$600

BETTING LIMITS

Money Games
\$0.02/\$0.04
to \$100/\$200
Tournaments
\$0.25 + \$0.10
to \$200 + \$15
No limit, Pot Limit
& Fixed Limit

REWARDS

Gold Cards &
Gold Chips

With the steady rise of online poker, it has become increasingly critical to choose a poker site that best gives you the opportunity to come out ahead when you walk away from the table. Once again this year, *Insiders' Betting Digest* has employed a comprehensive evaluation process in order to identify the best poker site on the net, and once again we proudly present to you the #1 ranked online poker room... CityPoker.com.

Choosing one company to appear as our **#1 Ranked Poker Site** is not an easy task. As you saw earlier in the magazine, we spend a great deal of time and effort ranking hundreds of sites based on nine key evaluation categories. While it was difficult to differentiate between the runners-up, CityPoker.com stood out ahead of the competition. Here's why:

CUSTOMER SERVICE

CityPoker.com offers outstanding 24/7/365 support featuring a level of professionalism and courtesy that is second-to-none in the industry. A member of their knowledgeable support staff is always available to answer your questions quickly and helpfully.

DEPOSITS

Depositing funds to your real-money account is quick and easy and CityPoker.com offers a wide range of secure deposit methods for you

TOP RANKED POKER SITE

to choose from. CityPoker.com was one of the few sites where we were actually successful depositing with a credit card. They also offer deposits via several other methods such as bank wire and person-to-person electronic funds transfer.

PAYOUTS

Another key category in which CityPoker.com excelled is in their Payouts Department. One of the most important factors to take into consideration when joining any poker site is how fast they are able to get your winnings to you. CityPoker.com has set the standard for the poker industry and out-hustled their competition in our tests to get the money into our hands quicker than all the rest.

MANAGEMENT

CityPoker boasts a proven track record of excellence with a management team loaded with experience in online gaming. Their highly experienced and dedicated managers and supervisors ensure a top-notch experience for all players. The tone set by management is marked by professionalism, efficiency and hard work.

SECURITY

CityPoker.com boasts an experienced team of IT professionals that are dedicated to ensuring the safety and security of your personal information. All credit card transactions take place on a secure server to insure that your details do not get in the hands of others.

INTEGRITY

CityPoker.com's management team is the pillar of integrity in an industry that has seen some unscrupulous activity by site owners (see pg.48-49). Unlike many of its competitors, CityPoker.com refuses to use robots and prop players allowing them to maintain a balanced poker room where every player has an equal chance to win.

GAME ENVIRONMENT

CityPoker.com offers the most attractive gaming environment for players of all interests and abilities. Features include audio, chat, game-tracking, plus many other great charting tools which are easy to use. The site also boasts a clean look and feel, as well as the opportunity to choose your preferred speed of play.

CRITICAL MASS

As part of a large network, CityPoker.com has a minimum of 250 tables and 3,000 simultaneous players at any given time throughout the day. This means you'll always be able to find a seat at a table where the stakes are within your comfort zone.

In addition, CityPoker.com's network is made up of mostly North American players and is said by many to have **some of the "softest" players of any poker network**. That results in a better opportunity for you to win and less sharks preying on your bankroll.

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CityPoker.com provides comfortable gaming options whether or not you want to risk real money. Whether you are a veteran player looking for a high-stakes opportunity or a novice player just looking to have some fun, CityPoker.com offers all the thrilling options you could want. There is also an **abundance of freerolls** at CityPoker giving you the opportunity to win real money with no risk at all.

All of these great qualities combine to create a superb and outstanding poker site that any player should be pleased to play at. For all of the reasons listed above, *Insiders' Betting Digest* has ranked CityPoker.com as the **#1 Online Poker Web Site for 2008** and awarded CityPoker.com its coveted **Gold Seal of Approval**. *

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700+ reps on call, live
chat 24 hours

BETTING MENU
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Odds, great selection

**FEATURED ODDS
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Industry-leading web
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#1
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TOP RANKED POKER SITE

citypoker
anywhere, anytime.

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FEATURES

Chat with other Players
Multi-Player
Head-to-Head

Sit-and-Go Tournaments
Play for real or
play for fun

Excellent Animations &
Graphics

GAMES
Texas Hold'em
Omaha

Omaha Hi-Lo
7 Card Stud
7 Card Stud Hi-Lo

WELCOME BONUS
Get a 100% deposit bonus
up to \$600

BETTING LIMITS
Money Games \$0.02/\$0.04
to \$100/\$200

Tournaments \$0.25 + \$0.10
to \$200 + \$15

No limit, Pot Limit & Fixed
Limit

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Gold Cards & Gold Chips

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nutrient enhanced water beverage



try it