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PokerStars players race to PayPoint to top up their accounts

Welwyn Garden City, 10 October 2012: Online poker players at PokerStars.co.uk can now go to their neighbourhood PayPoint store to buy their top-up vouchers. PokerStars, the world's largest internet poker site, with over 49 million members worldwide, is supporting the launch of its new Top Up voucher with a new promotional campaign to its cash paying customers.

Andrew Goddard, retail director of PayPoint UK & Ireland, said: "Online gaming is a rapidly growing market in the UK. Its popularity means that customers are always looking for quick and convenient ways to purchase online gaming vouchers, which is why the PayPoint network is an obvious choice for PokerStars.

"Not only will PokerStars Top Up vouchers earn our retailers an excellent commission, but they are yet another example of PayPoint concentrating its efforts on signing up new products and services that generate additional footfall and sales for our retailers. The size and quality of the PayPoint network make it uniquely attractive to consumer focused organisations wanting to provide their customers with the widest possible access to their products and services."

Richard Connolly, PokerStars' Payments Business Development Manager, said: "We are delighted that our customers can now buy their Top Up vouchers at any of PayPoint's 24,000 stores across the UK. Their retail locations are always convenient, accessible and open all hours – exactly what our customers want."

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About PokerStars

PokerStars operates PokerStars.com, the world's most popular online poker site that serves the world's largest poker community, with more than 49 million registered members since it launched in December 2001. It's the first choice of the world's top players, with more daily tournaments than anywhere else, and with the best security online. More hands have been dealt on PokerStars.com than any other site; that's over 80 billion hands and more than 500 million tournaments played.

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