



Emerchants extends its winnings card capability

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Payments company Emerchants has expanded its "winnings card" business, with the launch of a service allowing customers to load funds onto their cards.

Last September it launched the Ladbrokes Visa card and in November it launched a card program with Sportsbet. Both allow betting company customers to access their winnings via ATMs.

The new service – a "cash load network" called EachWay – allows Ladbrokes customers to load funds onto their cards at participating retailers.

Emerchants said in a media release that the transaction occurs in real time and permits customers to use the funds loaded into the card immediately.

The company said EachWay would have applications in areas other than gambling.

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