

Emerchants launches winnings cards in the UK

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Prepaid card supplier Emerchants has done a deal with online bookmaker Hillside, which trades as bet365, to offer its customers a payment card in the United Kingdom.

Emerchants has been the dominant player in the emerging "winnings card" business in Australia, supplying cards for bet365, Crownbet, William Hill, Ladbrokes and Sportsbet.

The cards allow betting company customers to access their winnings via ATMs.

Some of its gaming arrangements involve cards that can allow customers to load funds onto their cards.

http://www.bankingday.com/nl06_news_selected.php?act=2&stream=1&selkey=20425&hlc=2&hlw

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