



betPARX joins leading global sports betting integrity body IBIA

1 March 2023: Sports betting brand betPARX, has joined the International Betting Integrity Association (IBIA). The North American focused business is active across the U.S. and currently has operating licenses in Pennsylvania, New Jersey, Michigan, Maryland and Ohio. betPARX joins over 45 companies and 125 leading sports betting brands in IBIA, further strengthening IBIA's position in North America and globally as the world's leading integrity monitor.

Matthew Cullen, SVP, Interactive Gaming and Sports of betPARX said: "We are thrilled to join IBIA and affirm our commitment to promoting the highest standards of integrity in sports betting. By working with industry leaders, we aim to ensure a safe and fair betting experience for all users."

Khalid Ali, CEO of IBIA, said: "IBIA is delighted that betPARX has chosen IBIA as the operator's preferred monitoring partner. It highlights betPARX's commitment to protecting the integrity of its betting products and related sporting events through the world's premier operator-led monitoring body. betPARX is a very welcome addition to IBIA and maintains our growth across the burgeoning North American sports betting market. The association looks forward to working closely with betPARX and to integrating the operator within our global sports betting integrity network."

IBIA recently [released](#) its annual integrity statistics for 2022, which highlighted that it reported 268 alerts to the relevant authorities globally, with successful sporting or criminal sanctions announced against 15 teams, officials or players where IBIA had identified suspicious betting activity on their matches. In several of the cases, data from IBIA and its members helped contribute to significant sanctions, such as life bans. This collective action attests to the powerful impact of IBIA's data and cross-sector partnership working.

The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. It is run by operators for operators, protecting its members from corruption through collective action. Its monitoring and alert network is a highly effective anti-corruption tool that detects and reports suspicious activity on its members' betting markets. The association has longstanding information-sharing partnerships with leading sports and gambling regulators to utilise its data and prosecute corruption. It represents the sector at high-level betting integrity policy discussion forums managed by the IOC, United Nations, Council of Europe and European Commission.

The association publishes quarterly reports covering the integrity alerts reported through its monitoring and alert platform which can be viewed [here](#). IBIA can be contacted at info@ibia.bet.

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About the International Betting Integrity Association

The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. Our members share a common goal of combating betting corruption to protect the

integrity of sport and their businesses. Established in 2005 and formerly known as ESSA, we are a not-for-profit association whose members include many of the world's largest regulated betting operators, active across six continents. Members undergo a rigorous due diligence process and must adhere to our code of conduct committing them to responsible betting practices.

The International Betting Integrity Association's Monitoring & Alert Network is a highly effective anti-corruption tool that detects and reports suspicious activity on its members' betting markets. The bespoke system tracks transactional activity linked to individual consumer accounts, clearly distinguishing it from commercial monitoring systems focused on simple odds movements. The association has longstanding information-sharing partnerships with leading sports bodies including FIFA, UEFA, the ITIA and the IOC and many gambling regulators to utilise this data and prosecute corruption. The association maintains a policy of transparency and publishes quarterly integrity reports analysing activity reported on its network.

For more information please visit <https://ibia.bet/> and follow on [LinkedIn](#) and [Twitter](#).

About betPARX®

betPARX® is a wholly owned subsidiary of Greenwood Gaming & Entertainment and features retail sports betting with a 7,500 square foot world-class sportsbook at Parx Casino. betPARX® operates best-in-class iGaming and online/mobile first sports betting products in Pennsylvania, New Jersey, Michigan and Ohio. For more information on betPARX® visit www.betparx.com.

For more information on betPARX® please contact, Matthew Cullen, SVP, interactive gaming and sports ~ mcullen@betparx.com or follow us on [LinkedIn](#) and [Twitter](#).