

Alternative Trading Partners

Press Release

Alternative Trading Partners advised on the sale of a controlling interest in Pinnacle Sports

January 26th 2015: Alternative Trading Partners (ATP), a Las Vegas based boutique M&A firm specializing in the gaming industry, has advised the existing shareholders of the online sports betting operator, Pinnacle Sports, on the sale of a controlling interest in the business.

Curacao based Pinnacle Sports is one of the world's largest, licensed, online sportsbooks and also offers casino products. The company has customers in over 100 countries and is available in over 15 languages. It is known to be among the most competitive sportsbooks offering the lowest margins, the highest limits and welcomes professional bettors.

The ATP team was led by managing partners Thomas Brunet and Kyle Carlston assisted by London based law firm Nabarro. The purchaser was advised by FinRes out of Dublin and London based law firm Mayer Brown.

Commenting on the transaction, managing partners Thomas Brunet and Kyle Carlston said:

"The sports betting industry is maturing and moving towards the direction of modern financial markets. Pinnacle Sports has always been, and still remains to this day, at the forefront of this evolution. Offering the tightest lines with the highest limits, Pinnacle Sports is one of the most respected bookmakers with its ever evolving proprietary trading system at its core. It took a buyer with a similar forward looking vision and financial background to bring this transaction to a successful conclusion."

If you would like any further information or have any queries please contact:
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