

Stan James blaze a trail as they go it alone



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Press Release Summary: Stan James (Gibraltar) are bringing better value to their customers, as they announce they will make their own Board Prices, as well as offering Best Odds Guaranteed for all British Horse Racing.

Press Release Body: Gibraltar-based bookmaker **Stan James** have announced that they would be breaking ranks from their competitors, by offering their own board prices for all **British Horse Racing** until Christmas.

Rather than offer industry-led prices to racing punters, [Stan James](#) will offer their own SJ price; meaning better value for their loyal customers. They are also giving a best odds guarantee on every British horse race from now until Christmas.

Peter Fisher, CEO of Stan James commented that the customer has never had it so good, *"For years our customers have had to accept board prices dictated by the course – the same price as everyone else, with no value whatsoever. By offering our own **SJ prices**, it gives us the chance to be far more competitive in the run-up to every horse race in Britain."*

*"The **SJ Price** will be as good, if not better than the industry price for every race in the **British Horse Racing** calendar and we guarantee this to all of our loyal customers for at least the next 12 weeks. Not*

only that, we also are guaranteeing every price on all British Horse Racing for the next 12 weeks."

"With better board prices on offer, which are guaranteed against the starting price, our customers are getting the best value around and we see no reason why any punter should want to bet anywhere else."

This new announcement comes hot on the heels of the launch of **Stan James Mobile**, whereby customers can experience the ultimate **Betting In-Running** experience. Using the very latest technology from industry leaders **Mfuse**, **Stan James Mobile** allows customers to place bets from anywhere and at any time, making it the most convenient method of betting ever to be made available.

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About Stan James (Gibraltar) Ltd
Stan James Gibraltar is one of the biggest names in bookmaking. Licensed by the Government of Gibraltar, **Stan James** has been at the forefront of **Sports Betting** for many years and is synonymous with **Betting In-Running** – allowing customers to bet on an event as the action unfolds.

Stan James offers horse racing, football and sports betting via their Call Centre, website and mobile applications, as well as providing their customers with an [online casino](#), poker room, [online slots](#) hall and fixed odds games.

Web Site: <http://www.stanjames.com/>

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