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**New software launch announced for 32Red Poker**

*Leading UK online poker provider 32Red Poker launches new cutting edge software*

**/24-7PressRelease/** - GIBRALTAR, February 15, 2008 - 32Red Poker has announced the launch of its new and exclusive poker software, in a move that will put the Microgaming Poker network at the forefront of online poker. The UK-facing poker provider believes the technology, which incorporates a range of new features, will result in a more entertaining playing environment and lead to a heightened sense of community between players and competitors.

32Red Poker is operated by 32Red Plc - a company based and licensed in Gibraltar - and offers a full range of gaming products which include an award-winning [online casino](#), [mobile casino](#), sports betting and an online bingo service which is coming soon. The introduction of the new [online poker](#) software is very much in line with CEO, Ed Ware's recent statement that, "32Red PLC wants to be at the leading edge of e-gaming and the introduction of new poker software will ensure that 32Red Poker goes from strength to strength in 2008".

The software - developed by Microgaming - aims to improve the game of players with the introduction of a hand history record. With this functionality the 32Red Poker team report that a player can analyse each round of poker, highlighting areas for improvement and learning from their opponents' tactics. These lessons can then be applied by the addition of the buddy system to the poker software, whereby a player can add friends and their favourite competitors to their buddy list and instantly locate them when they are online.

32Red have lauded the software's flexibility; extolling the functionality whereby a player can customise their playing environment. From the addition of an avatar down to changing the colour of the carpet in the poker room, the new software focuses on satisfying player requirements.

32Red Poker has ensured that whilst the game play and graphics have been much improved there will be no compromise in the interface. It remains full and easy-to-navigate, whereby player's can find 32Red Poker's [poker tournaments](#) and ring games without difficulty.

**About 32Red**

32Red is an award-winning online casino and poker operator licensed, regulated and based in Gibraltar. For the past 5 years 32Red has been named 'Best Casino' by Watchdog and Player Advocate site Casinomeister. 32Red were also voted as having the 'Best Casino Customer Service' for 2006 by Gambling Online Magazine.

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