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Platinum Play Bingo launches 'Bingo Ball for Life'

Online bingo provider, Platinum Play Bingo have launched their newest offering, Bingo Ball for Life - an exciting, world-first for bingo players, allowing them to own their very own lucky bingo number and even customise their own bingo ball with a chance of winning a massive 50 000 in cash.

/24-7PressRelease/ - STANMORE, UK, July 17, 2008 - Online bingo provider, Platinum Play Bingo have launched their newest offering, Bingo Ball for Life - an exciting, world-first for bingo players, allowing them to own their very own lucky bingo number and even customise their own bingo ball with a chance of winning a massive 50 000 in cash.

In this exciting product enhancement, registered Platinum Play Bingo players select their lucky bingo number by either choosing it for themselves or by completing a 'Bingology' quiz. This then becomes their permanent Bingo-Ball-for-Life number; and any player to complete a Full-House on their lucky number will win up to 50 000 cash.

The Jackpot starts off at 1 000 in week one, and for every week that the jackpot is not won, 1 000 is added to the pool. Up to 50 000 in cash can be won; and should it get to 50 000 without being won, it will be paid out to those that came the closest and then start over.

Once the player has their lucky number, the next step in the process is to customise their very-own bingo ball. Everything from hands, eyes, hairstyles, shoes and accessories can be personalised. Players can base these avatars on their own self-image or make them look as unique as they wish.

Once all that is out of the way; players can launch the bingo software and start playing. The more players play, the higher their chances of hitting this rolling progressive jackpot on their Bingo-Ball-for-Life number.

Much hype has surrounded this first-of-a-kind product and Platinum Play Bingo players are in for a treat with cute characters and high-paying jackpots.

Bingo-Ball-for-Life is available at <http://www.bingoballforlife.co.uk>

Platinum Play is one of the Fortune Lounge Group's most esteemed online casinos. With an array of entertaining games, world-class support, top-of-the-line security and numerous banking options, it's rated among the best online gaming sites on the internet.

Established in 1999, Fortune Lounge is one of the largest providers of online casinos and gambling websites in the world and provides the public with A-grade online casino brands such as: Platinum Play, Platinum Play Bingo, Royal Vegas Online Casino, Royal Vegas Mobile, PokerTime, Vegas Palms, Vegas Villa, 7Sultans, Desert Dollar, Fortune Room and Vegas Towers.