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'Bingo Ball for Life' promises huge winnings!

Do you have your own lucky bingo number? Now you can own it! Online Bingo provider, Platinum Play Bingo, has just launched 'Bingo Ball for Life', a world-first offering, enabling players to own their own lucky Bingo number and win 50 000 in cash on it!

/24-7PressRelease/ - MIDDLESEX, UK 0 July 23, 2008 - Do you have your own lucky bingo number? Now you can own it! Online Bingo provider, Platinum Play Bingo (<http://www.platinumplaybingo.com>), has just launched 'Bingo Ball for Life', a world-first offering, enabling players to own their own lucky Bingo number and win 50 000 in cash on it!

Platinum Play Bingo's newest product enhancement allows players to own their lucky bingo number selected in either one of two ways: Players can fill out a 'Bingology' Quiz in which questions are asked in order to ascertain the best number for that individual, or, players can choose to have one automatically assigned to them; and any player to complete a Full-House on their lucky number will win up to 50 000 cash.

The Jackpot will start off at 1 000 in week one and increase in 1 000 increments for every week it is not won up to a maximum of 50 000. 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 a lucky 'Bingo Ball for Life' number has been assigned, the next phase would be to customise one's very-own, unique bingo ball - giving it a little personality. Following one's own self-image or just plain playing around is an option with these avatars as everything from hair colour to accessories can be customised to personal taste.

Lucky number... Check! Bingo Ball... Check! The only thing left to do is play this fun-filled version of 90-ball bingo and the more players play, the higher their chances of hitting this rolling progressive Jackpot on their Bingo-Ball-for-Life number.

Surrounded by great media hype, this first-of-a-kind product from Platinum Play Bingo promises a treat for all registered players with cute characters and high-paying jackpots.

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

About Fortune Lounge Group

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.