Bookies Fear Another Weekend Wipeout

Friday 17 January, 2014

Bookmakers are trembling on the eve of what could be another wipeout weekend in the Barclays Premier League.

"Last weekend was the worst the industry has suffered since Frankie Dettori rode seven winners at Ascot back in 1996," said Rob Hartnett, Chairman of Betbright.com who was at Ascot that day.

"The memory is very vivid of watching something unfold that could not happen. It was the day the bettors bit back and January so far has proven to be a feast for the betting public as well."

"Arsenal to beat Fulham, Man City to beat Cardiff and Liverpool to beat Aston Villa would return a 60% profit on a treble with Betbright on Saturday."

"Add Chelsea to beat Man United on Sunday and Everton to beat West Brom on Monday night and you are looking at odds of 5/1 about a combination of bets that backers are really latching onto."

"Normally we would expect the top 5 teams to win 60% of their matches. Since the start of December that number is over 70% and in January they have won over 80%"

"Allied to 40% of winning favourites in horse racing, against a norm of only 30% and it adds up to a nervous weekend for the betting business."

"We do realise of course that we will not get much sympathy."

End

Betbright.com is an online bookmaker with football partnerships with Aston Villa, Wolves, Sheffield Wednesday, Peterborough United, Huddersfield and Port Vale.

You can see at a glance betting on all the matches in this weekend's Premier League at https://www.betbright.com/football/coupons/premier_league

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