

App makes gambling via phone legal

By Jason Hildago, Reno Gazette-Journal

A Las Vegas-based company is betting on apps as a solid platform for gambling.

American Wagering Inc. released a new sports betting app Wednesday for BlackBerry phones through its subsidiary Leroy's Sportsbooks.

The app is free to download and allows users in the state of Nevada to legally bet on sports. The Leroy's app was approved by the Nevada Gaming Control Board and is currently available to BlackBerry users on AT&T, Sprint and T-Mobile. The company is also in discussions with other wireless carriers.

"This is the first app of this nature to be approved (by the gaming control board)," said John English, senior vice president for American Wagering. "It really takes advantage of the technology out there today so we're really excited about it. I think this will make a big impact on the industry as a whole and I expect to see a lot of creativity in this sector soon."

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