

Smarmets CEO to speak at the *Finance and Funding in the Digital Age Conference*

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The BVCA - The British Private Equity and Venture Capital Association and Wired UK are hosting *Finance and Funding in the Digital Age* conference on 16 September at Media City in Manchester. This round-up of European venture capitalists and some of Britain's most innovative start-ups is an opportunity for the BVCA and Wired Magazine to showcase some of Britain's hottest talent.

Simon Walker, CEO of BVCA said, "Britain has already produced a bumper crop, with a growing number of successful serial entrepreneurs coming back for more. Names like William Reeve of LoveFilm and the team behind Smarmets which includes Yahoo! Europe and LastFM alumni, are examples of this country's extraordinary entrepreneurial zeal."

Jason Trost, CEO and Co-founder of internet betting start-up Smarmets said, "We are delighted to be joining some of the UK's most innovative digital companies and their investors at a conference highlighting how far the UK has come in producing world-class technology companies."

He added, "We decided to found Smarmets in the UK not only because we felt that Europe was ahead of the US in terms of online betting, but because the ecosystem is ripe with some of the best engineering and business talent in the world."

More information on *Finance and Funding in the Digital Age* can be found at <http://www.bvcadigitalage.com/>.

FOR FURTHER INFORMATION PLEASE CONTACT:

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About Smarmets

Smarmets is the peer-to-peer internet betting website which provides a simple and social way to bet on sport, TV shows and politics. <http://smarmets.com>

About BVCA

The BVCA - The British Private Equity and Venture Capital Association is the representative body for the private equity and venture capital industry in the UK. <http://www.bvca.co.uk>.