

DOLLARS TO DONUTS

In the modern Bill James era of sabermetrics and encyclopedic stat sortables, betting on sports has become less a matter of chance than of mathematics. Thus, Internet gaming website Bodog has taken to casting odds on the most erratic, probability-defying pastime there is: celebrity. At Bodog, one can bet on such things as the next character to get whacked on the Sopranos or the longevity of Brad Pitt and Angelina Jolie's relationship. Fittingly, it's a game in which Bodog founder and CEO Calvin Ayre has lately become a player. Brazenly flaunting loopholes in US tax and online gambling laws, the 45-year-old Saskatchewan native-turned-Costa Rica resident has drawn both the media's notice—gracing the much-prized cover of *Forbes*' "Billionaires" issue last March—and the Justice Department's ire. Putting the "lay" into "parlay," be it the *Forbes* spread or the seemingly offhand snapshots overrunning Bodog.com, the up-by-the-bootstraps entrepreneur is invariably flanked by Hawaiian Tropic models and beer-commercial twins. Yet with a sprouting record label whose roster includes Warren G, a budding television production offshoot, and the fully-in-bloom flagship website with its 5,000 daily visitors wagering on everything from the outcome of *The Apprentice* to the imminence of Pete Doherty's incarceration, Ayre's persona owes as much to Branson as to Hef.

SEAN MANNING

BODOG BET OF THE DAY: WHICH CELEBRITY WILL BE NEXT TO BE PUBLICLY PHOTOGRAPHED WITH A NIPPLE SLIP?

PAMELA ANDERSON: 50/1
 OPRAH WINFREY: 400/1
 COURTNEY LOVE: 5/2
 ANNA NICOLE SMITH: 2/1
 ANGELINA JOLIE: 20/1
 KATIE HOLMES: 13/1
 JESSICA SIMPSON: 6/1
 PARIS HILTON: 5/1
 JENNIFER ANISTON: 10/1
 JESSICA ALBA: 7/1
 MICHELLE RODRIGUEZ: 50/1
 BRITNEY SPEARS: 10/1
 LINDSAY LOHAN: 6/1
 HILLARY CLINTON: 400/1



CAN'T STAND HIM NOW

Speaking of Pete Doherty, how much would you pay for the Babyshambles star's prison diary? We saw a stack of them for sale at the New York Book Fair in April for a cool \$75,000. The deal included a notebook he kept while tucked away in Pentonville, plus six other journals full of pencil drawings, Polaroids from old Libertines shoots, notes from fans, and fractured lyrics. We phoned Books and Visuals in London, which brokered the deal, and discovered they'd been sold to a private citizen who wishes to remain anonymous. However, in other unrelated news, indie publisher Orion Books will release a one-volume set of Pete's musings next March.

