

The Face of Online Gambling?

Calvin Ayre, Bodog.com's founder & CEO, continues to go from the face of online gambling to the face of the world's ultra-rich. Ayre was named one of the world's "Hottest Bachelors" in *People Magazine*, on June 16, 2006. He is the first person to be on the cover of *Forbes'* "Billionaires" issue and in *People's* "Hottest Bachelor" issue in the same year.

Ayre was named to *People's* "Money Doesn't Make the Man...but it sure doesn't hurt" category along with investor Ron Burkle and PayPal founder David O. Sacks. In total, 41 of the world's hottest bachelors appear in the issue.

"This coverage in *People* is good for Bodog.com and good for our industry. Being seen in the media this way sets a strong example of the mainstreaming of online gaming, and serves as another tool to educate and inform players about our company," said Ayre. "Of course, it's extremely complimentary to appear along with my fellow bachelors Taylor Hicks and Matthew McConaughey."

