

Every casino in N.J. wants to offer online gambling, state says

Written by Administrator
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Every casino in New Jersey wants to offer online gambling, state officials announced today. Internet wagering may be up and running this fall. Karen Fleier/AFP/Getty Images file photo

[ATLANTIC CITY](#) — In a sign of how lucrative online gambling in New Jersey may become, every casino in Atlantic City plans to offer its own games in cyberspace, state officials announced today.

The city's dozen casinos had until today to apply to the Division of Gaming Enforcement to be a part of the first round of approvals — and all did, said Lisa Spengler, a spokeswoman for the Division of Gaming Enforcement.

Each resort said it plans to partner with an existing internet wagering company to offer digital gaming in New Jersey, Spengler said. Those partner companies — some based overseas — will have until the end of July to apply for licenses, as will vendors for services like marketing and computer support.

"For applicants that meet this filing deadline, the division will be in a position to determine if they can commence internet gaming operations by the go-live date," Spengler said.

Under the online gambling law Gov. Chris Christie signed in February, internet wagering is supposed to be launched by late November. Regulators said they will move aggressively toward meeting that goal, but the state can extend that deadline.

Vendors that do not file completed applications by the end of the month will not be guaranteed a spot at the table when the state does flip the switch, though the regulators "will continue to consider proposals as received," Spengler said.

New Jersey is the third state to legalize internet gaming, following Nevada and Delaware, and much is riding on how quickly it will be implemented. The law limits licenses for online gambling to the casinos, which have struggled amid growing competition in neighboring states.

Analysts say online gambling — which will be limited to those 21 and older within the state —

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will generate hundreds of millions in revenue for the resorts. The state budget that took effect today anticipates \$160 million in tax dollars from online gambling, suggesting more than \$1 billion in total revenue by the end of next June.

When implemented, gamblers will be able sign up for an account over the internet and can add money to it through several methods, including credit and debits cards and checking accounts. Players will be able to place bets from anywhere in New Jersey on home computers and laptops, iPads, iPhones and other tablets and mobile devices.

Some resorts have said what firms they will work with.

Ultimate Gaming, which runs the popular website UltimatePoker.com and began offering real-money online poker in Nevada in April, said today it will partner with Trump Taj Mahal in Atlantic City.

"This represents a huge step forward in our desire to offer Americans across the nation the opportunity to enjoy safe and regulated online games," Tom Breitling, chairman of Ultimate Gaming, said in a statement.

Borgata plans to work with Bwin.party, a major player in online gaming in Europe, according to Bob Boughner, the chief business development officer for Boyd Gaming, the parent company of the Borgata.

Caesars Entertainment, which owns four Atlantic City casinos, plans to partner with global online gaming company 888 Holdings, spokesman Gary Thompson said. He said Caesars Interactive, a division that already offers online games in Europe, will oversee 888.

Both 888 and Bwin are based in Gibraltar, a tax haven south of Spain.

When Caesars chief executive Gary Loveman spoke to analysts in February, a day before

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Christie signed the online gambling law, he said it would take 18 months to two years to get it running in New Jersey.

Now the company says it's "bullish" about offering the services through its Atlantic City casinos. Casino executives have joined the state's optimism that online gambling can be a reality by Thanksgiving.

"Yes, yes," Thompson said today, "it's doable."

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