

# AmWager Becomes First US Operator to Offer Colossus Bets' Cash Out on Horse Racing Pools

LOUISVILLE, KENTUCKY, UNITED STATES, July 1, 2019 / EINPresswire.com/ -- AmWest Entertainment LLC (trading as [AmWager](#)), one of the most progressive US Advance Deposit Wagering (ADW) providers, has become the first US-licensed operator to offer a Cash Out feature for their players, beginning with British and Irish horse racing pools through a partnership with Colossus Bets.

This partnership will bring the Colossus formula of lotto-sized jackpots with leg-by-leg Cash Out and crowdfunded Syndicates to North American horseplayers.



Horseplayers on the AmWager platform will receive Cash Out offers for their live British and Irish racing pools tickets after each race in Colossus multi-leg pools. Players can decide to do nothing and hope that the ticket goes on to win, or sell all or a portion of their live ticket to lock in a guaranteed immediate payout. These early payouts often occur on tickets that go on to lose and in some cases, can amount to big money.

“

We are excited to welcome AmWager as the first North American operator to the Colossus network.”  
*Bernard Marantelli*

Cash Out has become a ‘must have’ feature in multi-leg sports betting and has been a runaway success for sportsbooks in Europe and elsewhere in recent years.

The Colossus Bets’ British and Irish horse racing pools consist of a series of multi-leg Pick ‘n’ pools with consolations, Place Pick ‘n’ pools and correct order pools.

Guarantees on these pools often exceed \$100,000.

Nelson Clemmens, AmWager CEO said: “Our partnership with Colossus will give our players access to the most modernized pools and features available. I am especially pleased that AmWager will be the first ADW to enable players to take control of their multi-leg betting via the Cash Out feature on Colossus-hosted pools.”

Colossus Bets’ CEO, Bernard Marantelli, commented: “We are excited to welcome AmWager as the first North American operator to the Colossus network. US horseplayers will now be able to experience the benefits of the Colossus innovations that have been so popular in other markets.”

#### About AmWest Entertainment, LLC & AmWager

AmWager is operated by AmWest Entertainment, LLC, a U.S. based diversified simulcast service, technology and account wagering provider that enjoys supportive industry relationships with racetracks and racing organizations worldwide. Our teams' continued involvement in Thoroughbred racing, breeding and aftercare, as well as our ongoing commitment to many state, national and International initiatives, are major determinants in how the company conducts its business, utilizing transparency and best practices.

#### About Colossus Bets

Colossus Bets is a multi-award-winning pools betting operator which has pioneered Cash Out and has been granted a series of patents in relation to the functionality across all forms of betting and gaming. The firm's product range includes Colossus sports pools, the world's largest sports jackpots; FreePlay, an innovative 'free bet' marketing platform; and Colossus Syndicates, a crowdfunding extension of the core sports pools offering.

Since its launch in 2013, Colossus has distributed more than £100 million in prizes and has gone live with over fifty partners, including Betfair, Mr Green and Betway Africa.

Marisa Richardson

AmWager

+1 502-292-6570

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2019 IPD Group, Inc. All Right Reserved.