



**EUROPEAN FOOTBALL POOL**

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## *MEMBER NEWS*

### Offer Peri - new CEO and Director General at ISBB:

Mr. Offer Peri, 46, was nominated as the new Director General and CEO of the Israel Sports Betting Board (ISBB). Mr. Peri, married and father of 3 children, has a vast business experience: CEO of Bezeq-Call, Communication Services Company, Vice President Marketing of the Postal Authority and Head of the sales division of Bezeq, the national telecommunication company.



Mr. Peri is a graduate of the Hebrew University in Jerusalem and holds a Master of Business Administration (MBA), majoring in marketing and business entrepreneurship. Mr. Peri declares that his main goal is to increase the income of ISBB which broke in 2007 a record of 1.6 Billion NIS' in order to improve the contribution of ISBB to the Israeli Sports.

*Offer Peri, new CEO and Director General of ISBB*