



Youbet.com Appoints Dawn Haden as President of United Tote Effective November 1, 2009

Burbank, CA, October 2, 2009 – Youbet.com, Inc. (NASDAQ: UBET) announced today that Jeff True has decided to resign from the position of President of United Tote, effective November 1, 2009, to pursue other opportunities and that effective as of that date, Dawn Haden will be promoted to the position of President of United Tote. Mr. True had been with the company for over six years, initially serving as General Manager for the western United States and then accepting the position of President of United Tote in 2006.

“Jeff has worked diligently over the last 18 months to improve both the profitability and the operations at United Tote,” said Youbet.com President and Chief Executive Officer David Goldberg. “We very much appreciate his efforts – specifically his focus on the customer where he has developed a strong base of goodwill – which we will build upon going forward, and wish Jeff well in all his future endeavors.”

Mr. Goldberg continued, “Dawn has been an integral contributor to Youbet’s success over the last 18 months, overseeing the transition and redesign of key administrative and operational systems both for Youbet.com and United Tote – her focus on process improvements and fiscal responsibility is impressive and has contributed greatly to the efficiency and profitability of the company. I expect that Dawn will bring the same energy, intelligence and discipline that enabled her success at Youbet to the helm of the United Tote business.”

Prior to joining Youbet in 2008, Ms. Haden spent the previous twelve years working with technology leaders including Orbitz.com, Careerbuilder.com, CIMCO Communications and J3 Corporation, tasked with streamlining operations and organizational design, with a focus on maximizing corporate profitability. Ms. Haden holds a Bachelor of Arts in Political Science from the University of Kentucky.

“United Tote is the recognized technology leader in totalizator hardware and software systems and I am very excited by the challenge of taking this company to the next level of performance,” said Ms. Haden. “Our 200+ clients include some of the biggest brand names in racing, including Churchill Downs, New York Racing Association (Belmont and Saratoga) and Keeneland, placing us in a strong position to grow and streamline our operations while providing the best service in the business.”

About Youbet.com, Inc.

Youbet.com, Inc. ([NASDAQ: UBET](#)) is a leading domestic online horse racing and horse betting site, the exclusive provider of live horse racing footage and racing results to [ESPN.com](#) and [CBSSports.com](#) and a leading supplier of totalizator systems to the pari-mutuel industry. Youbet's website enables its customers to securely wager on horse races at over 180 racetracks each year worldwide from the convenience of their homes or other locations. Through its online platform, Youbet offers members real-time wagering, co-mingled track pools, conditional wagering capabilities, high quality live audio/video, up-to-the-minute track information, mobile wagering, race replay library, simultaneous X2 Video multi-race viewing capability and sophisticated ROI-based player analysis tools. In addition, through its United Tote totalizator systems subsidiary, Youbet provides hardware and software to its track partners, allowing them to process pari-mutuel wagers, issue and pay tickets, and calculate payoff odds.

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