

PRESS RELEASE / PHOTO AVAILABLE

Of interest to editors and journalists covering:
Business/Finance, Advertising/Marketing, Casinos/Gaming, DotCom/Internet

An Ad Born Every Minute: Baby Named After Popular Internet Company

Internet Casino Names Newborn GoldenPalace.com

TRENTON, NJ - May 25, 2005 (SEND2PRESS NEWSWIRE) -- With their latest eBay purchase, Internet casino GoldenPalace.com is well on their way to overtaking the name "Smith" in the telephone book. The headline-grabbing casino spent \$15,000 to name another child GoldenPalace.com.

*(Photo: http://www.Send2Press.com/mediadrome/GP-newborn_300dpi.jpg)

*(Photo Caption: Newborn baby GoldenPalaceDotCom - 7 lbs, 10 oz, born May 19, 2005.)

The bouncing baby boy's official name is GoldenPalaceDotCom Silverman, and he was born a healthy seven pounds, ten ounces at 2:28 PM on May 19, 2005.

GoldenPalaceDotCom Silverman is the latest in a series of eccentric advertising campaigns by the Internet casino. Other babies also share the casino's name, as well as Tennessee resident Terri Illigan, 33, who sold her naming rights on eBay for \$15,199, and subsequently changed her name to GoldenPalace.com to help support her five children.

"We congratulate the new parents of GoldenPalaceDotCom Silverman," said GoldenPalace.com CEO Richard Rowe. "We wish them and their beautiful baby boy all the best. You can expect more baby-naming in the future as I am sure other people will follow suit and be looking to auction off the naming rights to their children."

Setting the standard in marketing creativity, GoldenPalace.com has devised some of the most exciting and outrageous advertising campaigns in the past few years. Recently, items such as the Virgin Mary Grilled Cheese Sandwich, Britney Spears' Pregnancy Test, and Pope Benedict XVI's previously-owned VW Golf have garnered extensive worldwide media attention for the casino.

More information: <http://www.GoldenPalace.com>

#

NEWS SOURCE: GoldenPalace.com

WEBSITE: <http://www.GoldenPalace.com>

MEDIA CONTACT(S):

Drew Black
Of GoldenPalace.com
+1-888-338-9884
Drew @ GoldenPalace.com

//Note to editors: online profile for GoldenPalace.com
<http://profiles.send2press.com/goldenpalace.shtml>

Information from Send2Press Newswire may be redistributed
in part or in whole by members of the media.
Copr. (c) Send2Press, a unit of Neotrope(R). All rights reserved.

2005-05-0525-005.txt

5/25/2005

TXT: <http://www.Send2Press.com/mediadrome/2005-05-0525-006.txt>

PDF: http://www.Send2Press.com/mediadrome/news_2005-05-0525-006.pdf

RSS: <http://www.Send2Press.com/XML/s2p-news.xml>

This release was issued on behalf of the above organization, who is solely responsible for accuracy of content, by Send2Press(R) Newswire, a unit of Neotrope(R). <http://www.Send2Press.com>

[related: <http://www.DotComNewswire.com>]