



CAMERON FAVOURITE TO WIN FIRST TV DEBATE - Bookie Offers In-Running Betting During Debate Show -

(12 April 2010) As the Prime-ministerial hopefuls prepare for the first ever Election TV debate this week, electionbetting.com has installed David Cameron as the betting favourite to be declared the winner of the ITV show.

After a strong first week on the campaign trail David Cameron is the 5/6 favourite to be declared the winner of the first TV debate with the Prime Minister 7/4 and Nick Clegg the 5/2 outsider. **Paddy Power will also be offering live in-play betting on the winner of the debate with odds responding to the performances of each of the three leaders throughout the Thursday show.**

The winner will be decided by any ICM Poll that declares who the public believed was the best performer on the night.

Darren Haines, spokesman for Paddy Power, said: "Whilst David Cameron is the favourite for his skills on stage as this is the first ever TV debate we are as much in the dark as the viewers as to what to expect and there could be wild fluctuation in the in-play betting. Nick Clegg, for example, is the current outsider but has nothing to lose so his surprise factor may be translated by some people into thinking he was the best performer on the night."

Other markets available on the debates include which of the strict rules on the studio audience will be broken first with applauding the 11/8 favourite ahead of booing at 7/4 and streaking a 50/1 outsider. Nick Clegg is the 11/10 favourite to feel the pressure first and noticeably perspire on TV. Paddy Power are also betting on ITV's likely viewing figure for the show, making an audience of 11 to 14 million the 7/4 favourite although BBC are expected to pull in the most viewers when it is their turn to host in a couple of weeks time.

After Neil Kinnock declared Brown had a 'radio face' Paddy Power are also offering 500/1 that the PM wears a Tony Blair mask during the ITV show.

Tories Win In Weekend Wagers

In the outright betting it's been a good weekend for the Tories who are now 1/8 from 1/7 for an Election win. Labour continue to drift after their recent small bounce and are currently 9/2 from 4/1 whilst the once previously popular hung parliament bet is also now on the wane, out to 7/4 from 13/8.

Brighton Going Green?

Finally, proof that it isn't just all about the big three parties, down in Brighton Pavillion the Greens have consolidated their position as favourites to win the constituency they have targeted as their principal target with Paddy Power cutting them from 4/5 to just 4/7. The Conservatives look to be their most likely challenger at 2/1 with Labour out at 5/1 to successfully defend the seat.

TV DEBATE BETTING

Who will win the first TV Debate?

5/6 Cameron

7/4 Brown

5/2 Clegg

(As determined by ICM poll)

5/1 Any party leader not to shake hands with another at the end of the debate

First to Noticeably Perspire

11/10 Clegg

6/4 Cameron

3/1 Brown

First Audience Rule To Be Broken

11/8 Applauding

7/4 Booring

4/1 Heckling

9/2 Cheering

50/1 Streaking

ITV Election Debate Peak Viewers

5/1 Under 8 million

5/2 8,000,000 - 11,000,000

7/4 11,000,001 - 14,000,000

9/4 14,000,001 - 17,000,000

6/1 17,000,001 - 20,000,000

16/1 Over 20,000,000

Radio Face Specials

12/1 Gordon to insist on no close ups

50/1 Gordon to have botox before the election

500/1 Gordon Brown to wear a Tony Blair mask for the debate

Which TV Debate Will Have The Highest Viewing Audience

1/2 BBC

6/4 ITV

10/1 Sky

ELECTION BETTING LATEST

Winner

1/8 Conservatives

9/2 Labour

200/1 Lib Dems

Hung Parliament

8/15 Conservative majority

7/4 Hung Parliament

12/1 Labour majority

Brighton Pavillion

4/7 Greens

2/1 Conservatives
5/1 Labour
80/1 Lib Dem

Ends

For further Paddy Power betting or information please contact:

Darren Haines
UK PR Manager
Paddy Power Plc
T: 0207 0899 799
M: 07771 650 330
dhaines@paddypower.com