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Why Internet Casinos Can Be *Beaten!*



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By Greg Fletcher

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Match plays are casino promotional coupons. I have gotten them many times as part of "fun books" I received while checking into my room in Las Vegas at different hotel casinos. On more than one occasion, I have received match plays in the mail from casinos I have visited. If you are a rated player or regularly join casino slot clubs, you have undoubtedly been offered match plays.

A match play is a coupon, for say \$5, which you must match at a table with a bet of equal amount. With a \$5 match play coupon at an even-money bet at craps for example, you can place the coupon along with a \$5 chip of your own for a total bet of \$10. If the wager wins, you win \$10 when you only really had \$5 at risk. If the bet loses, you still lose your \$5 wager. Since the match play coupon didn't cost you anything, this wager is almost a two for one proposition in your favor.

Match plays offered by the land-based casinos are quite similar to bonuses offered by many online casinos. Assume that you visit the Sky's the Limit Internet Casino and deposit \$500 for play. If this casino is offering a ten percent bonus, then it will deposit an additional \$50 to your account once you have wagered the \$500 you deposited.

You don't have to wager the \$500 all at once. You could make ten \$50 wagers or one hundred \$5 wagers. The point is that the online casino requires that you at least put your own money at risk before it pays you the bonus.

When you play a low house advantage game, the bonus will put you in the enviable position of having an edge over the casino. When I say "edge" I mean a real bona-fide mathematical advantage over the casino's normal win percentage. Once you have this edge and know how to exploit it, you can play the online casinos with the expectation of being a consistent winner.

After about an hour of play, you decide to leave the table and you take your remaining chips to the casino cashier and exchange them for cash of \$300. The total amount of your buy-in of \$500 is the casino's handle, the amount of your loss of \$200 is the casino's hold. In this example, the casino hold rate is 40 percent.

You might wonder how the online casinos can afford to offer such bonuses. If a casino in Las Vegas offered such a generous bonus, there would be lines around the block of sharp players waiting to exploit their advantage. Yet the statistics I have seen indicate that barely two percent of the persons on the Internet have ever made a wager at an Internet casino.

The Internet casinos can make such generous offers because they are literally rolling in cash. So many players make so many mistakes in their play that online casinos can afford to offer beatable games and still beat the players!

The key to beating online casinos is to correctly exploit the bonuses so that your advantage over the casino puts real money in your pocket.

Picking the right game is critical when exploiting the bonuses paid by the e-casinos. While several games offer a low enough house edge, there is one game that you must select as your primary game when playing on the Internet. If you pick the wrong game to play, you may find that the Internet casino refuses to allow you to withdraw the bonus!

Also, the selection of the casino is critical. Equally important are the amounts wagered, the size of the bets made and the bet selection method used.