



PHILIP D. MURPHY
Governor

TAHESHA L. WAY
Lt. Governor

State of New Jersey
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF GAMING ENFORCEMENT
1300 ATLANTIC AVENUE
ATLANTIC CITY, NJ 08401

MATTHEW J. PLATKIN
Attorney General

MARY JO FLAHERTY
Interim Director

LETTER ORDER

Stuart Simms, CEO
Cyan Blue Odds USA Limited d/b/a Oddschecker USA
10 York Road
London SE1 7ND
Stuart.Simms@fairplaysportsmedia.com

RE: Request of Cyan Blue Odds USA Limited d/b/a Oddschecker USA (CSI #67-74/VID #91069) for Withdrawal of its Initial Application for an Ancillary Casino Service Industry Enterprise License

ORDER NO. 2988

Dear Stuart Simms:

On February 1, 2019, Cyan Blue Odds USA Limited d/b/a Oddschecker USA ("Cyan Blue"), an internet marketing affiliate and advertising company, filed a completed application for ancillary casino service industry enterprise ("CSIE") licensure.

Pursuant to N.J.S.A. 5:12-76, the Division of Gaming Enforcement ("Division") commenced an investigation of Cyan Blue and its qualifiers. On June 7, 2025, you wrote to the Division requesting to withdraw your ancillary CSIE application as you were no longer engaging in revenue sharing with operators, which necessitated applying for ancillary CSIE licensure. The Division confirmed that your contract with Digital Gaming Corporation to provide revenue sharing related services was terminated. You have requested to remain as a vendor registrant to engage in approved cost per acquisition ("CPA") marketing and provide advertising services to internet gaming and sportsbook operators.

The Division conducted a preliminary investigation of Cyan Blue and its qualifiers prior to the receipt of this withdrawal request. Though incomplete, the results of that preliminary investigation reflected no substantive derogatory information.

Cyan Blue has not transacted any business with Atlantic City casinos within the last 12 months.

Therefore, pursuant to N.J.A.C. 13:69A-8.6(a), it is hereby **ORDERED** that the initial ancillary CSIE application of Cyan Blue is **WITHDRAWN**.

It is further **ORDERED**, pursuant to N.J.A.C. 69A-9.19(b), that any fees paid by Cyan Blue to the Division in connection with its ancillary CSIE application shall not be refundable. Any outstanding charges must be paid in full.

It is further **ORDERED** that the granting of this withdrawal is without prejudice to any position that the Division may take regarding any subsequent applications or registrations which may be made by Cyan Blue.

It is further **ORDERED**, pursuant to *N.J.S.A. 5:12-92c(1)*, for good cause shown, that at this time a downgrade to vendor registration of Cyan Blue is hereby **APPROVED**. Cyan Blue shall remain on the Active Vendors List as a vendor registrant eligible to transact non-gaming related business with the New Jersey gaming industry. Should Cyan Blue seek to provide additional services or enter future revenue-share arrangements, Cyan Blue must obtain Division approval before proceeding with such services or compensation.

Date: *January 8, 2026*

Mary Jo Flaherty

Mary Jo Flaherty
Interim Director

Distribution:

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Bridget Lombard, Analyst, Division of Gaming Enforcement
Kerrin Sorensen, Analyst, Division of Gaming Enforcement
DGE Records Section – File: Vendor No. 91069

CC: Casino Distribution List

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