



**For Immediate Release**  
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## **iPhone Mobile App Betsizer, Uses Proven Mathematical Formula to Size Sports Bets for Maximum Return on Investment.**

*With an easy-to-use calculator, Betsizer applies money management formula used by MIT card counting teams, professional bettors and many successful hedge fund managers to achieve optimal returns.*

**San Diego, CA (May 17, 2011) – Wiseguy Sharp, LLC** announces today the release of **Betsizer**, mobile application on the iPhone platform, providing gamblers with an easy-to-use calculator that incorporates a time tested math formula, the “Kelly Criterion” that relates edge and odds to bankroll size for optimal investment. The app features five betting calculators to manage investments including **Betsizer** Calculator, Expected Return Calculator, Parlay **Betsizer**, Return on Investment Tracker, and Win Percentage Tracker.

**Betsizer** operates through the user inputting data into the app including: 1) Bankroll size, 2) Estimated probability of the bet to win, and 3) the casino payout odds. The **Betsizer** calculates using its bet optimizing formula and tells you how much to bet. The app will also tell the user when to lay-off and not bet if the payout odds are too low or the edge is in the house’s favor.

“For bettors, the primary problem is to first find positive expectation bets, then the bettor must determine how much money to bet, which is the same scenario played out on Wall Street, but on a more immediate scale,” says Mike Lestyk, **Betsizer** app designer and marketer. He explains, “Money management is generally underappreciated but is as important as pick selection to long term results - the key is to not only make picks that have value but also to size the bets to maximize wealth growth commiserate with the accepted risk.”

**Betsizer** can be a beneficial tool even if you are already a talented bettor, because it can maximize your return on investment. If you are an average or below average bettor, the **Betsizer** can minimize losses to your bankroll over time. **Betsizer** calculations will determine when to lay off a bet based on implied edge and casino payout odds. It will also calculate how much to bet on a parlay or when to lay off the parlay and not bet at all. The **Betsizer** will also track performance to determine the user’s handicapping skills. Additionally, since the recommended bet size is a percentage of an existing bankroll, assuming no minimal bet, the user can theoretically bet forever without ever adding to the bankroll size from outside sources.



By using a mathematically proven formula, **Betsizer** can increased long term performance over other bet sizing methods such as straight flat bets (where every bet is the same) or progressive bets (where bets grow or decrease with the size of the bankroll). The **Betsizer** calculator outperforms flat betting in the long run by winning more during very good seasons and losing less during very bad seasons. **Betsizer** also conveniently provides a lower, risk-adjusted amount to bet if uncertain of the estimated win probability or bettor is risk adverse and cannot stomach short term drops in their bankroll.

Wiseguy Sharp LLC worked with Apptology Inc. to develop and publish the **Betsizer** mobile app on the iPhone platform and is currently available for \$9.99 in the iTunes App Store <http://itunes.apple.com/us/app/betsizer/id433835476?mt=8>. An Android version of the app is currently under development.

***DISCLAIMER: For entertainment purposes only. Betsizer is a calculator, not a gambling application. You cannot place bets through the app. Please, never, ever bet more than you are prepared to lose.***

#### **About Wiseguy Sharp LLC**

Wiseguy Sharp LLC was founded in March 2011 by a father and son team. The firm's mission is to create software that uses intelligent analytics to provide high monetary value to users. For more information, please visit <http://www.betsizer.com>.

#### **About Apptology Inc.**

Based in Folsom, CA, Apptology Inc. is a leading mobile application development, training and marketing company. Unique in their service offering is a comprehensive suite of solutions for the mobile application industry. The management team includes industry pioneers from Silicon Valley and Fortune 500 companies working with and developing mobile, interactive and new media technologies. The 100 + person development team have created hundreds of applications for various companies around the world on all platforms. For more information please visit <http://www.apptology.com>.