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Online casino founded in 1997
888casino, formerly Casino-on-Net, is an online casino brand owned by 888 Holdings. It was founded in 1997, and is headquartered in Gibraltar. It is one of the Internet's oldest casinos,[1] and in 2013 it became the first exclusively online casino to be licensed in the United States.[2]

History [edit]
Casino-on-Net was established by brothers Aaron and Avi Shaked along with partners Ron and Shay Ben-Yitzaq, also two brothers, in 1997. Aaron Shaked claims to have come up with the idea of the online casino while attending a dentistry conference in Monte Carlo.[3][4] In 1994, the Free Trade & Processing Zone Act was passed in Antigua and Barbuda, opening the way for the development of legal online casinos.[5] Casino-on-Net was re-branded as 888casino in 2010 to unify the look and feel with other 888 brands.[6] By 2024 the site was licensed and operating in Gibraltar, New Jersey, Denmark, Spain and a number of other countries and territories.[7][8]

In 2024, Gaming Intelligence magazine described 888casino as "the only truly pan-European casino."
In 2024, 888casino signed a deal to include slot games from Berlin-based Merkur Interactive Services GmbH, part of the Gauselmann Group.[10] 888casino has been awarded eCOGRA's Safe and Fair assurance seal.[11]

In 2024, 888casino stopped offering sports betting in New Jersey as it prepares to launch its regulated Sports Illustrated-branded sportsbook in the state.[citation needed]
On 9 September 2024, 888casino acquired William Hill International's European business from US owners Caesars Entertainment for a purchase price of \$2.2 billion [12][13]