



Have you heard of Le Bridgeur?

The excellent French bridge magazine?

Ever wished it could be in English?

W

ell, in May 2019 Le Bridgeur was acquired by 52 Entertainment, the world leader in online bridge (FunBridge and BBO), headed by Olivier Comte. And now... here it comes! An exciting new version, updated, modern, interesting, a true lifestyle magazine in English - **BeBRIDGE!**

To be launched in March as an online bridge magazine, **BeBRIDGE** aims to widen the scope of the traditional bridge magazine by combining interesting articles about bridge events and game strategy, biographies and insights into the lives of bridge personalities with cultural and travel information about forthcoming championships and items of more general interest to everyone, even those with only a tenuous connection to bridge as a sport.

With this new formula, Karine Meyer-Naudan, the daughter of Jean-Paul Meyer and now CEO of Bridgeur, promises «a real revolution in the world of bridge».

We can't show you the English version yet – it's a bit too early, but you can have a look at the French version which will give you an insight into how it will look even if you don't speak French. Just [click here](#) to go to the website and have a look. We are confident that you will think it's excellent!

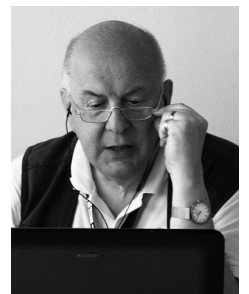
The Editor of the English **BeBRIDGE** will be Mark Horton, well known as the editor of Bridge Magazine, which has been acquired by **BeBRIDGE**, and for his work on the European and World Championship Bulletins. Want more information? Well watch this space! The first issue will be free to everyone and we will send you a link so that you can enjoy it as well. Thereafter **BeBRIDGE** will be a bimonthly 96-page online magazine available by subscription. It aims to reach and grow the current readership of over 50,000 per issue of Le Bridgeur to encompass the 400,000 users of the companies in the 52 Entertainment Group – who between them play some four million deals each day!



Olivier Comte



Karine Meyer-Naudan



Mark Horton

About Le Bridgeur

For over 60 years, the company Le Bridgeur has developed its core business, bridge. It has three fields of activity: the production and sale of material, the publishing of books and the publication of two journals. Le Bridgeur has more than half a century of history behind it with a boutique in the heart of Paris, a website and a successful online shop at www.lebridgeur.com. Le Bridgeur has many professional partners (federations, clubs, committees, resellers) and thousands of increasingly passionate customers.

About 52 Entertainment

Founded in 1995, 52 Entertainment is the world leader in online bridge. Its mission is to entertain the entire community (1.3 million monthly active players in 180 different countries) through its three gaming platforms: FunBridge.com (Europe, launched in 2002), Bridge Base Online (United States, acquired in December 2018) and CBO (China, launched in 2019). 52 Entertainment is also the owner of BeBRIDGE magazine.