



## SEGG Media Opens Exclusive First Access to Sports.com Predict

June 5, 2026

**Following successful beta testing, first 10,000 eligible waitlist users receive phased access to real-time sports prediction markets inside Sports.com ahead of broader rollout for the 2026 FIFA World Cup**

- Sports.com Predict has opened exclusive first access to eligible waitlist users.
- The first 10,000 eligible waitlist users will be invited in curated access waves.
- Users can join the waitlist now as SEGG Media begins a phased rollout across Sports.com and its broader sports ecosystem.

FORT WORTH, Texas, June 05, 2026 (GLOBE NEWSWIRE) -- Sports Entertainment Gaming Global Media Corporation (NASDAQ: SEGG, LTRYW) ("SEGG Media" or "the Company") today announced that Sports.com Predict, its real-time sports prediction market platform, has opened exclusive first access to the first 10,000 eligible waitlist users following successful beta testing.

The phased rollout gives select users early access to live sports prediction markets directly inside Sports.com. Access will expand in curated waves as SEGG Media opens additional spots and live market experiences ahead of broader public availability for the 2026 FIFA World Cup.

*"This is where strategy turns into action," said Marc Bircham, Chairman of SEGG Media. "We have moved beyond development and testing and are now putting Sports.com Predict directly in front of fans. With the reach of our audience, the strength of the Sports.com brand, and a robust prediction market trading platform, we have a strong foundation to scale ahead of the World Cup."*

Sports.com Predict is designed to make prediction markets a native part of the Sports.com experience. Instead of sending fans away from the action, the platform brings market movement, outcome-based participation, and live sports engagement into a single sports environment.

The platform supports real-time sports prediction market functionality across live event outcomes, giving SEGG Media a scalable foundation for phased onboarding as Sports.com Predict expands from exclusive first access to broader public availability. The rollout is intended to establish key user engagement and retention benchmarks as the platform scales.

Through SEGG Media's subsidiary Veloce Media Group, Sports.com Predict has direct access to more than 500 million monthly views across sports, motorsport, gaming and creator-led communities, creating a significant owned-media advantage for user acquisition and platform adoption. This gives SEGG Media a built-in audience engine to drive awareness, activation, and phased adoption as Sports.com Predict grows.

Eligible users can join the waitlist now at [www.sports.com](http://www.sports.com).

*"The timing is deliberate," added Bircham. "The World Cup brings together one of the largest global audiences in sports, along with intense live engagement and real-time outcomes. Sports.com Predict is built for this type of global setting. The first 10,000 users will receive early exclusive access. The waitlist is open now and we are expanding toward a broader rollout as excitement and anticipation builds ahead of the World Cup."*

Sports.com Predict will operate within applicable regulatory frameworks and only in jurisdictions where access to such markets is permitted.

For more information about the Sports.com Predict platform and the high-performance, centralized trading engine with decentralized blockchain settlement that supports it, visit <https://www.sec.gov/ix?doc=/Archives/edgar/data/0001673481/000149315226019245/form8-k.htm>.

### About SEGG Media Corporation

SEGG Media Corporation (NASDAQ: SEGG, LTRYW) is a global sports, entertainment, and gaming group operating a portfolio of digital assets including Sports.com, Concerts.com, TicketStub.com, Lottery.com, and Veloce Media Group. Focused on immersive fan engagement, ethical gaming, and AI-driven live experiences, SEGG Media is redefining how global audiences interact with the content they love.

### Important Notice Regarding Forward-Looking Statements

This press release contains statements that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements, other than statements of present or historical fact included in this press release, regarding the Company's strategy, future operations, prospects, plans and objectives of management, are forward-looking statements. When used in this Form 8-K, the words "could," "should," "will," "may," "believe," "anticipate," "intend," "estimate," "expect," "project," "initiatives," "continue," the negative of such terms and other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such identifying words. These forward-looking statements are based on management's current expectations and assumptions about future events and are based on currently available information as to the outcome and timing of future events. The forward-looking statements speak only as of the date of this press release or as of the date they are made. The Company cautions you that these forward-looking statements are subject to numerous risks and uncertainties, most of which are difficult to predict and many of which are beyond the control of the Company. In addition, the Company cautions you that the forward-looking statements contained in this press release are subject to risks and uncertainties, including but not limited to, any future findings from ongoing review of the Company's internal accounting controls, additional examination of the preliminary conclusions of such review, the Company's ability to secure additional capital resources, the Company's ability to continue as a going concern, the Company's ability to respond in a timely and satisfactory manner to the inquiries by Nasdaq, the Company's ability to regain compliance with the Bid Price Requirement, the Company's ability to regain compliance with Nasdaq Listing Rules, the Company's ability to become current with its SEC reports, and those additional risks and uncertainties discussed under the heading "Risk Factors" in the Form 10-K/A filed

by the Company with the SEC on April 22, 2025, and the other documents filed, or to be filed, by the Company with the SEC. Additional information concerning these and other factors that may impact the operations and projections discussed herein can be found in the reports that the Company has filed and will file from time to time with the SEC. These SEC filings are available publicly on the SEC's website at [www.sec.gov](http://www.sec.gov). Should one or more of the risks or uncertainties described in this press release materialize or should underlying assumptions prove incorrect, actual results and plans could differ materially from those expressed in any forward-looking statements. Except as otherwise required by applicable law, the Company disclaims any duty to update any forward-looking statements, all of which are expressly qualified by the statements in this section, to reflect events or circumstances after the date of this press release.

For additional information SEGG Media [press@seggmedia.com](mailto:press@seggmedia.com) 737-587-3391 SEGG Investors [ir@seggmedia.com](mailto:ir@seggmedia.com) 737-787-3891