



Sports.com Expands Geographical Footprint, Launching in New Markets Across Asia

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Announces Partnership With Forest Interactive

LONDON, Sept. 23, 2024 (GLOBE NEWSWIRE) -- Lottery.com Inc. (Nasdaq: LTRY, LTRYW) ("Lottery.com" or the "Company") is pleased to announce that Sports.com, a global leader in digital sports entertainment, has significantly expanded its geographic reach, launching its platform and content in new markets across Asia. This expansion is part of Sports.com's ongoing commitment to delivering premium sports content to millions of potential fans worldwide, further extending its commercial reach beyond Africa and the Middle East.

With increasing global demand for high-quality sports entertainment, particularly for core sporting events, Sports.com continues to lead the industry. By partnering with Forest Interactive, the platform is now live in Malaysia, the UAE, Saudi Arabia, and the broader MENA region.

These regions are home to millions of sports enthusiasts, and this expansion allows Sports.com to tap into a growing fanbase, providing enhanced access to live sporting events and high-quality content.

Sports.com is focused on delivering valuable and engaging sports content to fans in diverse and remote markets. The platform's global reach is expanding at an unprecedented rate through strong partnerships with leading telecommunications companies, resulting in a rapidly growing subscriber base that is now in the millions.

Matthew McGahan, Chairman and CEO of Lottery.com and Sports.com, said:

"Sports.com continues its geographical expansion, launching in new markets across Asia, and we are really pleased to see the uptake in sports viewership across core sporting events. In partnership with leading marketing partner Forest Interactive, our content and platform offerings are now live in Malaysia, the UAE, Saudi Arabia, and across MENA, reaching millions of potential sports enthusiasts."

Tim Scoffham, consultant for Sports.com, commented:

"Sports.com is fully committed to delivering valuable content to sports fans in diverse and remote markets. Our platform's growth is remarkable, and our combined reach of users is now in the millions and increasing on a daily basis. We're bringing sports entertainment to places that need it most, and our rapid growth is a testament to that effort."

In the coming months, Sports.com will be introducing more live sporting events and original content aimed at engaging wider audiences across its expanding global network. This commitment to delivering unique and compelling content is set to further enhance the user experience and reinforce the Company's position as a dominant player in the global sports entertainment industry.

Tim Scoffham added:

"Forest Interactive has been instrumental in enabling our live services across multiple territories. More live events and original content will drive even more users and engage wider audiences as Sports.com continues to expand in developing markets worldwide. Our platform is prepared to provide sports enthusiasts with a seamless, comprehensive sports entertainment experience, and we are proud of what we've accomplished so far."

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 (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements, other than statements of present or historical fact included in this press release, regarding the company's future financial performance, as well as the company's strategy, future operations, revenue guidance, projected costs, prospects, plans and objectives of management are forward-looking statements. When used in this press release, the words "could," "should," "will," "may," "believe," "anticipate," "intend," "estimate," "expect," "project," 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. Except as otherwise required by applicable law, Lottery.com 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. Lottery.com 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 Lottery.com. In addition, Lottery.com cautions you that the forward-looking statements contained in this press release are subject to the following factors: (i) the outcome of any legal proceedings that may be instituted against Lottery.com; (ii) Lottery.com's ability to maintain effective internal controls over financial reporting, including the remediation of identified material weaknesses in internal control over financial reporting relating to segregation of duties with respect to, and access controls to, its financial record keeping system, and Lottery.com's accounting staffing levels; (iii) the effects of competition on Lottery.com's future business; (iv) risks related to Lottery.com's dependence on its intellectual property and the risk that Lottery.com's technology could have undetected defects or errors; (v) changes in applicable laws or regulations; (vi) risks related to the COVID-19 pandemic and its effect directly on Lottery.com and the economy generally; (vii) risks relating to privacy and data protection laws, privacy or data breaches, or the loss of data; (viii) the possibility that Lottery.com may be adversely affected by other economic, business, and/or competitive factors; (ix) the ability of Lottery.com to achieve its strategic and growth objectives as stated or at all; and (x) those factors discussed in the proxy statement/prospectus filed by Lottery.com with the SEC under the heading "Risk Factors" and the other documents filed, or to be filed, by Lottery.com with the SEC. 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. Additional information concerning these and other factors that may impact the operations and projections discussed herein can be found in the reports that Lottery.com 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.

Lottery.com Contact: press@lottery.com