



Baltimore Ravens Name DraftKings Official Daily Fantasy, Sports Betting and Free-to-Play Partner

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BOSTON and BALTIMORE, Aug. 18, 2021 (GLOBE NEWSWIRE) -- The Baltimore Ravens and DraftKings Inc. (Nasdaq: DKNG) announced Wednesday a new deal designating DraftKings as the Official Daily Fantasy Sports Partner and an Official Sports Betting and Free-to-Play Partner of the team. As DraftKings' first partner in the state of Maryland, the new deal marks DraftKings' fifth active strategic agreement with an NFL team, further advancing DraftKings' relationship with the league as an Official Sports Betting Partner and the Exclusive Official Daily Fantasy Partner of the NFL.

"With the start of the 2021 NFL season upon us, our latest designation with the Baltimore Ravens further exemplifies our commitment to fan engagement by way of the DraftKings experience," said Ezra Kucharz, DraftKings' Chief Business Officer. "The newly penned relationship offers something for every kind of sports fan and will allow them to engage with DraftKings' digital content, free-to-play product, daily fantasy sports and, perhaps soon, sports betting, to ultimately bring them closer to the action alongside one of the top teams from the AFC North."

The new deal will feature DraftKings branding and custom content as part of the Baltimore Ravens' weekly podcast, "The Lounge." Expanding further into multi-media platforms, DraftKings will also be named the title sponsor of Baltimore WBAL-1090 News Radio's Gameday Insider pregame show and a presenting sponsor of the Ravens Wired video online content series, in addition to homepage takeovers on [BaltimoreRavens.com](https://www.baltimoreravens.com), ahead of select games and events.

"This partnership reflects our continued commitment to delivering unique engagement experiences for our fans," Ravens chief sales officer Kevin Rochlitz stated. "We're proud to collaborate with an industry leader in DraftKings, and we look forward to seeing the innovative ways in which we'll better connect with the Ravens fans across our many platforms."

As part of the collaboration, DraftKings branding will be visible throughout M&T Bank Stadium, complete with a season-long suite. Additionally, the new deal offers exclusive gameday experiences, including away game trips, autographed merchandise, a Punt, Pass & Kick (PPK) event available to DraftKings customers through in-season daily fantasy and sportsbook contests, and a DraftKings-NFL Official Free-to-Play game.

Fans can access DraftKings' Daily Fantasy Sports and Sportsbook apps by visiting DraftKings.com or by download via [iOS and Android](#).

About DraftKings

DraftKings Inc. is a digital sports entertainment and gaming company created to fuel the competitive spirit of sports fans with products that range across daily fantasy, regulated gaming and digital media. Headquartered in Boston, and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings is a multi-channel provider of sports betting and gaming technologies, powering sports and gaming entertainment for operators in 17 countries. [DraftKings' Sportsbook](#) is live with mobile and/or retail betting operations in the United States pursuant to regulations in Colorado, Illinois, Indiana, Iowa, Michigan, Mississippi, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Tennessee, Virginia and West Virginia. [DraftKings' daily fantasy sports](#) product is available in 7 countries internationally with 15 distinct sports categories. DraftKings is the official daily fantasy partner of the NFL, MLB, NASCAR, PGA TOUR and UFC as well as an authorized gaming operator of the NBA and MLB, an official sports betting partner of the NFL, an official betting operator of PGA TOUR and the official betting operator of UFC. Launched in August 2021, DraftKings Marketplace is a digital collectibles ecosystem designed for mainstream accessibility that offers curated NFT drops and supports secondary-market transactions. DraftKings also owns Vegas Sports Information Network, Inc. (VSiN), a multi-platform broadcast and content company.

Forward Looking Statements

Certain statements made in this release are "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside DraftKings' control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. For a discussion of additional risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see DraftKings' Securities and Exchange Commission filings. DraftKings does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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Baltimore Ravens

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