



DraftKings Leans in on NHL, Becomes An Official Sports Betting, Daily Fantasy Sports and iGaming Partner of the National Hockey League, and Exclusive Integration Partner of NHL Content on Turner Sports Platforms

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BOSTON, Oct. 13, 2021 (GLOBE NEWSWIRE) -- DraftKings Inc. (Nasdaq: DKNG) announced today it has agreed to a deal with the National Hockey League to become an Official Sports Betting, Daily Fantasy Sports and iGaming Partner of the league in the United States. To complement the deal, DraftKings has also reached an agreement with Turner Sports, including Bleacher Report, to be the exclusive sportsbook and daily fantasy sports provider for their coverage of the NHL®.

"The NHL has some of the most passionate fans in all of sports and we are delighted to be working with the league once again, while developing a rich and engaging viewership and content experience that matches this fanbase's enthusiasm through our deal with Turner," said Jason Robins, CEO, chairman and co-founder, DraftKings. "Over the years DraftKings has become a brand synonymous with sports, with a fan-first approach through real-money gaming options, and we look forward to collaborating with the NHL alongside Turner Sports and Bleacher Report to provide hockey fans with what's next in sports."

As an Official Sports Betting, Daily Fantasy Sports and iGaming Partner of the NHL, DraftKings will be granted access to NHL assets which will enhance the DraftKings' product experience including the use of official marks and logos, as well as themed sweepstakes and enhanced promotional efforts both during the regular season, NHL® All-Star Weekend and throughout the Stanley Cup® Playoffs and Stanley Cup® Final. DraftKings will also have the opportunity for a variety of content integrations across the league's digital and linear media platforms.

"As we embark on what promises to be a thrilling 2021-22 NHL season, our partnership with DraftKings, as well as with Turner Sports, will provide for new and exciting experiences to deepen our fan engagement," said Keith Wachtel, NHL Chief Business Officer and Senior Executive Vice President. "We're proud to welcome back DraftKings to the NHL family, and look forward to collaborating together with Turner Sports – one of our valued media partners – to develop unique and exciting content for our fans."

Under the arrangement with Turner Sports, DraftKings will provide sports betting information and daily fantasy content across Turner Sports telecasts and Bleacher Report digital channels including the B/R app. Planned integrations include DraftKings' betting odds and daily fantasy statistics, original content, personalized automated alerts and editorial across B/R channels including the B/R Betting vertical, the most engaged digital sports media brand in the sports betting industry*.

Turner Sports entered into a multimedia rights [agreement with the NHL](#) in April bringing the Stanley Cup Final and Stanley Cup Playoffs to TNT for the first time, with the inaugural campaign including a 50-game regular season [schedule](#). The agreement is highlighted by TNT crowning a champion through its exclusive live coverage of the Stanley Cup Final in three of the next seven years and half of the Stanley Cup Playoffs each year (half of the Conference Finals, along with First and Second Round games).

"Turner Sports and Bleacher Report have become the home of innovative sports betting content and integrations across all our channels," said Raphael Poplock, SVP of Strategic Partnerships, Business Development and Content Acquisitions. "Our agreement with DraftKings expands and strengthens our relationship, allowing us to further serve fans with the type of sports betting information, entertainment and quick-resolving betting options that we have pioneered."

In an ongoing effort to create the best in real-money gaming, fan engagement and unique experiential access, DraftKings continually creates hospitality events around the biggest dates on the sports calendar and offers its customers opportunities to secure digital collectibles from some of the world's greatest athletes through DraftKings Marketplace. Additionally, DraftKings is committed to creating inclusive and responsible pathways for people to build, create, imagine, and innovate through the [DraftKings S.E.R.V.E.S.](#) program. [Responsible gaming](#) is a key pillar of the S.E.R.V.E.S. program and DraftKings' collective mission is to protect the vulnerable with groundbreaking technology, training, resources and the support of evidence-based research.

More information about DraftKings is available at www.draftkings.com and fans can download the DraftKings mobile apps via [iOS and Android](#). To learn more about the NHL, 2021-22 Regular Season, fans can visit www.nhl.com.

*Based on Sprinklr Data

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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 Arizona, Connecticut, Colorado, Illinois, Indiana, Iowa, Michigan, Mississippi, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Tennessee, Virginia, West Virginia, and Wyoming. [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, NHL, NASCAR, PGA TOUR and UFC as well as an authorized gaming operator of the NBA, an official sports betting partner of the NFL, MLB and NHL 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.

About the NHL

The National Hockey League (NHL), founded in 1917, consists of 32 Member Clubs. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 191 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including ESPN, Turner Sports and NHL Network in the U.S.; Sportsnet and TVA Sports in Canada; Viaplay in the Nordic Region; Yandex in Russia; and CCTV and Tencent in China; and reaches fans worldwide with games available to stream in every country. Fans are engaged across the League's digital assets on mobile devices via the free NHL App; across nine social media platforms; on SiriusXM NHL Network Radio; and on NHL.com, available in nine languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. NHL Original Productions and NHL Studios produce compelling original programming featuring unprecedented access to players, coaches and League and team personnel for distribution across the NHL's social and digital platforms.

The NHL is committed to building healthy and vibrant communities using the sport of hockey to celebrate fans of every race, color, religion, national origin, gender identity, age, sexual orientation, and socio-economic status. The NHL's *Hockey Is For Everyone* initiative reinforces that the official policy of the sport is one of inclusion on the ice, in locker rooms, boardrooms and stands. The NHL is expanding access and opportunity for people of all backgrounds and abilities to play hockey, fostering more inclusive environments and growing the game through a greater diversity of participants. To date, the NHL has invested more than \$100 million in youth hockey and grassroots programs, with a commitment to invest an additional \$5 million for diversity and inclusion programs over the next year.

About Turner Sports

Turner Sports, a division of WarnerMedia, is an industry leader in the delivery of premium sports content across all platforms, widely recognized for its expansive partnerships with the NBA, Major League Baseball, the NCAA Division I Men's Basketball Championship and the National Hockey League. The Turner Sports portfolio also includes Bleacher Report, the #1 digital destination for young sports fans driving engagement and video views across all social platforms and the B/R app, with premier brands including House of Highlights, B/R Football, B/R Gridiron, B/R Kicks, B/R Betting, B/R Walk-Off, B/R Open Ice, and B/R Gaming. Turner Sports co-manages NBA Digital – comprised of NBA TV, NBA.com, NBA League Pass, the NBA App and NBAGLEAGUE.com – as well as NCAA.com and the NCAA March Madness Live suite of products. Visit the Turner Sports online pressroom for additional press materials; follow Turner Sports on Twitter at @TurnerSportsPR.

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DraftKings Forward Looking Statements

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