



Amazon Selects DraftKings as a Sponsor and the Exclusive Pregame Odds Provider for Thursday Night Football on Prime Video

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DraftKings to be Featured Across Programming and Provide Digital Content During Thursday Night Football on Prime Video

BOSTON, Sept. 13, 2022 (GLOBE NEWSWIRE) -- DraftKings Inc. (Nasdaq: DKNG) announced today that Amazon (Nasdaq: AMZN) has selected DraftKings as a sponsor for *Thursday Night Football* ("TNF") on Prime Video. The multi-year collaboration between DraftKings and Amazon will deliver fans engaging pregame content and unique betting offers every Thursday throughout the NFL season, beginning September 15, 2022.

"The NFL season is the most active time of year for our customers, so collaborating with one of the world's leading technology brands in order to offer engaging content to viewers of *TNF* on Prime Video is a tremendous opportunity for DraftKings," said Stephanie Sherman, Chief Marketing Officer of DraftKings. "Prime Video is an innovator in live content and we both have a similar focus on constantly improving our customers' experiences. We look forward to working with Amazon to bring millions of viewers a premium and enhanced experience during *TNF* on Prime Video all season long and for years to come."

As part of the multi-year agreement, *TNF* will contain DraftKings integrations in the live pregame, including odds and additional sports betting insights. DraftKings and Amazon will also collaborate on *TNF*-themed offerings, including same-game parlays, which will be available on the DraftKings Sportsbook app.

"We are thrilled to collaborate with DraftKings to bring fans more insights and excitement as part of the *TNF* viewing experience," said Danielle Carney, Head of NFL Sales, Amazon Ads. "DraftKings content will contribute to lively pregame discussions, fan engagement and, perhaps, some bold predictions from our on-air talent."

DraftKings' content will be featured in all 15 *TNF* games during the 2022 NFL season, beginning on Thursday, September 15, 2022 when the Los Angeles Chargers face the Kansas City Chiefs. Fans can view all the latest information and the full 2022 *TNF* schedule by visiting Amazon's Prime website [here](#). Eligible fans can find the latest betting markets, daily fantasy contests and more by downloading the DraftKings Sportsbook and Daily Fantasy apps [here](#). To become a DraftKings Dynasty Rewards member, visit sportsbook.draftkings.com/dynasty.

An active member of the American Gaming Association ("AGA"), DraftKings is committed to promoting the AGA's *Have A Game Plan.® Bet Responsibly™* public service campaign, which educates customers on responsible gaming best practices such as establishing and adhering to a budget and only engaging with legal, regulated operators. 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.

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. The company operates iGaming in 5 states through its DraftKings brand, as well as operating Golden Nugget Online Gaming, an award-winning iGaming product and iconic gaming brand, in 3 states. DraftKings' Sportsbook is live with mobile and/or retail betting operations in the United States pursuant to regulations in 19 states and in Ontario, Canada. DraftKings' daily fantasy sports product is available in 6 countries internationally with 15 distinct sports categories. DraftKings is both an official daily fantasy and sports betting partner of the NFL, NBA, MLB, NHL, PGA TOUR and UFC as well as an official daily fantasy partner of NASCAR. 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 (VSiN), a multi-platform broadcast and content company.

Forward-Looking Statements

Certain statements made in this press release are "forward looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and the 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' filings with the U.S. Securities and Exchange Commission. 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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