



DraftKings Acquires VSiN, Multi-Platform Sports Betting Broadcast and Content Company

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BOSTON, March 30, 2021 (GLOBE NEWSWIRE) -- DraftKings Inc. (Nasdaq: DKNG) today announced that it has acquired Vegas Sports Information Network, Inc. (VSiN), a multi-platform broadcast and content company delivering trusted sports betting news, analysis, and data to U.S. sports bettors since 2017. The acquisition will enable DraftKings, which is live with mobile and/or retail sports betting in 14 states, to further build out its content capabilities and will augment VSiN's ability to broaden their audience alongside the expansion of legal sports betting in the U.S.

"VSiN creates authentic and credible content that resonates with sports bettors at every level, whether they're experienced or new to sports betting," said Jason Robins, DraftKings' co-founder, CEO and Chairman of the Board. "In addition to its brand equity among sports bettors and engaging talent roster, VSiN also has an established infrastructure that DraftKings can immediately help expand, in the hopes of adding value to consumers who are looking to become more knowledgeable about sports betting."

VSiN, which operates out of Las Vegas, develops, produces, and distributes up to 18+ hours of live linear sports betting content each day. In addition to its 24/7 stream, VSiN's original content is accessible through multiple video and audio channels including Comcast Xfinity, Sling TV, fuboTV, Rogers' Sportsnet, MSG Networks, NESN, AT&T Pittsburgh, Marquee Sports Network, a dedicated channel on iHeartRadio and TuneIn, as well as terrestrial radio stations throughout the country, and its growing slate of podcasts and betcasts. VSiN's current talent roster includes Brent Musburger, legendary sports broadcaster; Michael Lombardi, former NFL executive; Gill Alexander, host of the *Beating the Book* podcast; and Pauly Howard and Mitch Moss, co-hosts of VSiN's popular morning show, *Follow The Money*.

"We created VSiN as a destination for sports bettors to find the most credible content to help inform their wagering decisions," said Brian Musburger, CEO of VSiN. "Harnessing the power and network of the DraftKings brand will allow us to reach an even wider audience with our unique content."

DraftKings' vision is for Brian Musburger and his leadership team to continue to manage day-to-day operations while maintaining editorial independence. DraftKings intends to fully integrate VSiN's current employee base located in Las Vegas, including its on-air talent, into its 2,600 person global workforce. Since opening a Las Vegas office in January 2020, DraftKings has grown its local employee base by 132%. DraftKings also recently announced a multi-year agreement to become a primary sponsor of the Center for Gaming Innovation, housed within the International Gaming Institute at the University of Nevada, Las Vegas.

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 50+ 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 8 countries internationally with 15 distinct sports categories. DraftKings is the official daily fantasy partner of the NFL, MLB, NASCAR and the PGA TOUR as well as an authorized gaming operator of the NBA and MLB and an official betting operator of the PGA TOUR.

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, as amended. 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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