



DraftKings Named an Official Sports Betting Partner of the National Football League

April 15, 2021

Extends Rights as Exclusive Official Daily Fantasy Partner

BOSTON, April 15, 2021 (GLOBE NEWSWIRE) -- DraftKings Inc. (Nasdaq: DKNG) and the National Football League (NFL or the League) announced today that DraftKings will become an Official Sports Betting Partner of the League and extend its current relationship as the exclusive Official Daily Fantasy Partner.

"The way fans consume sports years from now will look drastically different, and it will be due in part to forward-thinking collaborations like our expanded relationship with the NFL today as an Official Sports Betting Partner and the exclusive Daily Fantasy Sports Partner," said Jason Robins, CEO, chairman and co-founder, DraftKings. "We share the same vision as the NFL on fan engagement and believe this agreement will lead to new innovations that will ultimately enhance both the product on the field and on the screen."

As an Official Sports Betting Partner of the NFL, DraftKings will have the right to integrate relevant sports betting content directly into NFL Media properties including NFL.com and the NFL App. As part of the agreement, DraftKings will utilize the NFL's official League data feed. DraftKings will also be able to enhance their fan experience with NFL highlights, footage and Next Gen States content.

"We're thrilled to renew our relationship with DraftKings as the NFL's exclusive Daily Fantasy Sports Partner and expand it by adding them as an Official Sports Betting Partner," said Renie Anderson, Chief Revenue Officer and Executive Vice President of NFL Partnerships. "For several years DraftKings has helped find new and different ways to engage NFL fans and we expect that to increase with the evolution of legalized sports betting."

In addition to becoming an Official Sports Betting Partner of the NFL, DraftKings will renew its exclusive relationship as the Official Daily Fantasy Partner of the NFL, which provides DraftKings with exclusive rights to NFL marks to promote daily fantasy sports contests. DraftKings will continue to collaborate with the League on a variety of content and product offerings that fans can engage with on the DraftKings Sportsbook and Daily Fantasy Sports apps. The deal also includes integrations across NFL Media properties including a continued prominent presence within the NFL RedZone channel.

DraftKings is a Platinum Member of the National Council on Problem Gaming and is committed to industry-leading responsible gaming practices and providing its customers with the resources and services they need to play responsibly. In support of the NFL's commitment to protect the integrity of the game and its fans, DraftKings will adhere to the NFL's core integrity policies and will collaborate with the NFL on intelligence sharing, advocacy efforts and responsible gaming education.

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, PGA TOUR and UFC as well as an authorized gaming operator of the NBA and MLB, an official betting operator of the PGA TOUR and the official betting operator of UFC. 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.

DraftKings' Media Contact

media@draftkings.com

[@DraftKingsNews](https://twitter.com/DraftKingsNews)

DraftKings' Investor Contact

investors@draftkings.com