



## Gisele Bündchen Joins DraftKings as Special Advisor to the CEO and Board for ESG Initiatives

April 21, 2021

*Bündchen to Counsel Company on Environmental and Social Objectives;*

*DraftKings Launches Earth Day DFS Contest as First Step to Reach Goal of Planting of 1,000,000 Trees*

BOSTON, April 21, 2021 (GLOBE NEWSWIRE) -- DraftKings Inc. (Nasdaq: DKNQ) today announced the appointment of Gisele Bündchen, environmental activist, philanthropist and former super model, as a special advisor to the company's CEO and board of directors for environmental, social, and governance ("ESG") initiatives.

"Gisele Bündchen is a global icon who has utilized the platform she established in modeling, fashion, and entertainment, to lead and advocate for vital environmental and social causes," said Jason Robins, co-founder, CEO and Chairman of the Board of DraftKings. "I believe that the strategic counsel and unique global perspective that Gisele brings to me and the board will be indispensable and, as evidenced by our Earth Day campaign, her impact will be immediate and far-reaching."

As outlined in the company's recently released inaugural [ESG report](#), DraftKings is committed to fighting global sustainable development challenges, including climate change, in alignment with the U.N.'s sustainability development goals. In collaboration with Bündchen, DraftKings has set a goal of planting 1 million trees by Earth Day 2022. As an initial step, DraftKings has launched several opportunities for customers to directly support the effort, including through charity daily fantasy sports contests and free-to-play pools. In coordination with the Arbor Day Foundation, DraftKings has pledged to plant the first 100,000 trees in several U.S. states, including California, Florida, Michigan, Oregon, Vermont and Virginia.

"I look forward to working with the DraftKings board of directors in continuing to find ways to make the most positive impacts through meaningful social and environmental initiatives," says Bündchen. "It is very important for successful corporations to make the necessary shifts in ESG initiatives to truly make a difference on a global level. In today's world, in my opinion, it isn't enough for companies to just be successful financially. Companies have to be successful in ALL areas, including social impact and sustainability initiatives that impact the future for all of us around the world."

Bündchen has been recognized in *Time Magazine's* 100 Most Influential People in the World and 100 Fashion Icons lists, appeared in hundreds of campaigns for the most prominent and iconic brands, graced more than 1,200 magazine covers worldwide and walked the runway in close to 500 fashion shows. She is a prominent supporter of numerous environmental and social projects, including Projeto Água Limpa (Clean Water Project), which implements sustainable environmental water management systems near her hometown in Brazil. In 2020, she launched the Viva a Vida initiative which raised funds to plant over 260,000 trees along the Xingu and Araguaia River in the Brazilian Amazon Rainforest. Bündchen has also served as a Goodwill Ambassador for the United Nations Environmental Program since 2009.

Bündchen's status as special advisor to DraftKings' CEO and board of directors for ESG initiatives is effective immediately. Further information about DraftKings is available at [draftkings.com/about](http://draftkings.com/about) and the latest company updates can be found on Twitter at [@DraftKingsNews](https://twitter.com/DraftKingsNews).

### 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.

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