



DraftKings Marketplace to Launch as NFT Ecosystem and Exchange

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Company Becomes the Exclusive Seller of Sports-Related NFTs From Autograph's Officially Licensed Talent Roster

BOSTON, July 21, 2021 (GLOBE NEWSWIRE) -- DraftKings Inc. (Nasdaq: DKNG) today revealed plans to launch DraftKings Marketplace, a digital collectibles ecosystem designed for mainstream accessibility that offers curated NFT drops and supports secondary-market transactions. Once launched, millions of customers will have the ability to seamlessly buy, sell and trade digital collectibles across sports, entertainment and culture using their existing DraftKings account. Additionally, as part of a new strategic relationship, DraftKings Marketplace will also be the exclusive distributor of NFT content from NFT platform [Autograph](#), which leverages official licensing of prominent athletes and celebrities to provide a wide array of digital collectibles.

"The NFT boom has reinvented the collectibles industry and driven excitement to early-adopting audiences worldwide—including the DraftKings community," said Matt Kalish, DraftKings co-founder and president. "DraftKings Marketplace will sit at the center of this technological and cultural phenomenon, providing our immense existing customer base with an easily accessible experience that rivals all legacy marketplaces. This initial vision in collaboration with Autograph, and its coveted collection of official digital collectibles, is a vital first step as we enter the emergent NFT market. We aim to usher in this new era by introducing millions of collectors to this evolving space while providing beloved content through an intuitive interface built to win over the long term."

The initial drops on DraftKings Marketplace for USD purchase will be the "Pre-Season Access" collection, which will showcase NFTs of legendary athletes from Autograph's roster of talent and partners while also giving fans a chance to obtain preferred access to future releases. DraftKings Marketplace will also serve as a secondary-sale platform where users can buy, sell and trade digital collectibles bought within the marketplace community.

"As the world becomes more comfortable with digital ownership and collection, we see an incredible opportunity to bring users high-quality and personalized content from their favorite athletes, artists and franchises," said Dillon Rosenblatt, Founder and CEO, Autograph. "NFTs are the perfect medium to connect users to both the things they love and those who share those interests, and we want to leverage today's incredible partnerships to provide continued value to our community."

Autograph's esteemed advisory board will help design custom NFTs exclusively for Autograph that will begin rolling out later this summer via DraftKings Marketplace drops. While DraftKings Marketplace will be the exclusive purveyor of sports NFTs from Autograph, the collaboration may eventually branch into other verticals like entertainment, lifestyle and culture. Autograph recently teamed up with [Lionsgate](#) (NYSE: LGF.A, LGF.B), to derive NFT content from iconic films and television series with a portfolio that ranges across *The Hunger Games*, *Rambo IV & V*, *Dirty Dancing*, *Blair Witch*, *Mad Men*, *John Wick*, *The Divergent Series*, *The Expendables*, *The Twilight Saga* and other fan favorites.

Further details about DraftKings Marketplace will be announced next month. Those interested to acquire the introductory batch of NFTs can visit www.draftkings.com/about/marketplace to learn more. In the meantime, DraftKings apps are also downloadable via [iOS and Android](#) for eligible customers looking to get skin in the game today.

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 7 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.

About Autograph

Autograph is an NFT platform that brings together the most iconic brands and legendary names in sports, entertainment and culture to create unique

digital collections and experiences for users around the world. Co-founded by Tom Brady and headquartered in Los Angeles, Autograph is ushering in a new era of collecting through a streamlined and inclusive process, authentic and creative products and exclusive partnerships.

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