



## Lottery.com Announces Hiring of Greg Potts as Global VP of Affiliate Success

December 1, 2021

### Company also expects to launch new customer marketing campaigns to grow B2C business before the end of 2021

AUSTIN, Texas, Dec. 01, 2021 (GLOBE NEWSWIRE) -- Lottery.com Inc. (Nasdaq: LTRY, LTRYW) ("Lottery.com" or the "Company"), a leading technology company that is transforming how, where and when the lottery is played, today announced that Greg Potts has joined the Company as Global Vice President of Affiliate Success.

Mr. Potts has over 25 years of strategic marketing experience, including the implementation of growth strategies for consumer brands and their channel affiliates through targeted, local marketing efforts using co-op funding mechanisms. At Lottery.com, he will be leading the execution of the Company's B2B growth strategy and will oversee the recently launched [Global Affiliate Marketing Program](#). His responsibilities will include developing multiple recurring revenue streams for the Company by adding new master affiliates and sub-affiliates, and providing them with tools designed to accelerate the sales of Lottery.com products.

Mr. Potts most recently served as a Senior Sales Executive for Vericast, where he oversaw the channel affiliate program and specialized in co-op marketing, customer activation, and integrated media campaigns. Prior to his work at Vericast, he focused on helping brands deploy the technology needed to fully support their B2B2C marketing programs.

In addition to executing its B2B strategic growth initiatives, the Company anticipates launching its previously announced targeted customer marketing campaigns before the end of 2021. These multi-media campaigns include paid social media advertising, search engine optimization, and interactive display advertising. In preparation for the launch of these campaigns, the Company has been focused on maintaining its favorable customer acquisitions costs, which have averaged approximately \$4 per user since the first quarter of 2020, and improving gross profit per transaction, which increased to \$1.69 in the third quarter of 2021 from \$0.93 in the prior year period.

"On behalf of the entire team, we'd like to welcome Greg. We expect that his experience and track record of successfully implementing affiliate market programs will be significant assets as we execute our strategic plan to expand and grow our B2B2C segment. Combined with our targeted marketing campaigns in our B2C segment, we anticipate reaching a wider audience and accelerating growth in both segments in 2022 and beyond," said Tony DiMatteo, CEO and Co-Founder of Lottery.com.

"I am thrilled to join Lottery.com, which has already developed an impressive B2B business, including several blue-chip affiliates and easily-integrated API software. With the recent launch of the Global Affiliate Marketing Program, Lottery has the opportunity to greatly expand its B2B2C user base, and I look forward to helping the Company realize this growth," Mr. Potts added.

### About Lottery.com

Lottery.com is a leading technology company that is transforming how, where and when lottery is played. Its engaging mobile and online platforms enable players and commercial partners located in the United States and internationally to remotely purchase legally sanctioned lottery games. Fans and subscribers look to Lottery.com for compelling, real-time results on more than 800 lottery games from more than 40 countries. Additionally, through WinTogether.org, Lottery.com is fundamentally changing how non-profit donors are incentivized to action by gamifying charitable giving. In all that it does, Lottery.com's mission remains the same: an uncompromising passion to innovate, grow a new demographic of enthusiasts, deliver responsible and trusted solutions, and promote community and philanthropic initiatives. For more information, visit <http://www.lottery.com>.

### Important Notice Regarding Forward-Looking Statements

This press release contains statements that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements, other than statements of present or historical fact included in this press release, regarding the company's future financial performance, as well as the company's strategy, future operations, revenue guidance, projected costs, prospects, plans and objectives of management are forward-looking statements. When used in this press release, the words "could," "should," "will," "may," "believe," "anticipate," "intend," "estimate," "expect," "project," the negative of such terms and other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such identifying words. These forward-looking statements are based on management's current expectations and assumptions about future events and are based on currently available information as to the outcome and timing of future events. Except as otherwise required by applicable law, Lottery.com disclaims any duty to update any forward-looking statements, all of which are expressly qualified by the statements in this section, to reflect events or circumstances after the date of this press release. Lottery.com cautions you that these forward-looking statements are subject to numerous risks and uncertainties, most of which are difficult to predict and many of which are beyond the control of Lottery.com. In addition, Lottery.com cautions you that the forward-looking statements contained in this press release are subject to the following factors: (i) the outcome of any legal proceedings that may be instituted against Lottery.com; (ii) Lottery.com's ability to maintain effective internal controls over financial reporting, including the remediation of identified material weaknesses in internal control over financial reporting relating to segregation of duties with respect to, and access controls to, its financial record keeping system, and Lottery.com's accounting staffing levels; (iii) the effects of competition on Lottery.com's future business; (iv) risks related to Lottery.com's dependence on its intellectual property and the risk that Lottery.com's technology could have undetected defects or errors; (v) changes in applicable laws or regulations; (vi) risks related to the COVID-19 pandemic and its effect directly on Lottery.com and the economy generally; (vii) risks relating to privacy and data protection laws, privacy or data breaches, or the loss of data; (viii) the possibility that Lottery.com may be adversely affected by other economic, business, and/or competitive factors; (ix) the ability of Lottery.com to achieve

its strategic and growth objectives as stated or at all; and (x) those factors discussed in the proxy statement/prospectus filed by Lottery.com with the SEC under the heading "Risk Factors" and the other documents filed, or to be filed, by Lottery.com with the SEC. Should one or more of the risks or uncertainties described in this press release materialize or should underlying assumptions prove incorrect, actual results and plans could differ materially from those expressed in any forward-looking statements. Additional information concerning these and other factors that may impact the operations and projections discussed herein can be found in the reports that Lottery.com has filed and will file from time to time with the SEC. These SEC filings are available publicly on the SEC's website at [www.sec.gov](http://www.sec.gov).

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