



ICARO™ Media Group Enters Into Agreement with Lottery.com to Join LotteryLink Affiliate Program

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ICARO™ to promote Lottery.com's online platform for lottery games

AUSTIN, Texas, March 01, 2022 (GLOBE NEWSWIRE) -- Lottery.com Inc. (Nasdaq: LTRY, LTRYW) ("Lottery.com"), a leading technology company that is transforming how, where and when the lottery is played, announced that ICARO™ Media Group, Inc. ("ICARO"), a leading company in AI-driven media technology for global telecom and media broadcast companies, has joined the LotteryLink program and will serve as an affiliate marketing partner in specific global markets expected to include Latin America, Europe and North America.

ICARO will initially market Lottery.com products to 4.2 million unique monthly users of the ICARO platform in one of its LATAM markets and expects to expand unique users in this market, where it has more than 50 million addressable telecom subscribers under contract. In addition, ICARO has over 170 million addressable media broadcast subscribers under contract across Latin America, Europe and North America. In the future, ICARO is expected to expand LotteryLink's geographic reach through its existing partnerships with multiple telecom and broadcast media companies where ICARO's total addressable market today is greater than 220 million subscribers.

"With their AI-driven marketing technology, engaged audiences and broad reach across North and Latin America, ICARO is an ideal addition to our LotteryLink affiliate program. Our agreement with ICARO demonstrates the consistent progress we are making in growing our B2B2C business," said Tony DiMatteo, Co-Founder and CEO of Lottery.com. "We greatly appreciate the opportunity to have a market leader like ICARO join LotteryLink and look forward to working with a tremendous team that has a shared vision of the future of digital media."

"I am very excited to announce ICARO's agreement with Lottery.com, which is bringing legally sanctioned lottery games to mobile users worldwide," stated Paul Feller, Chairman and CEO of ICARO Media Group. "We believe Lottery.com's convenient and secure online gaming platform will resonate with our viewers and enhance their experience with ICARO's AI-Driven media distribution, partnerships and personalized media products."

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 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, commercial partners and affiliates can utilize LotteryLink to provide Lottery.com products to their customers. 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 www.lottery.com.

About ICARO

ICARO empowers Global Telecoms, Media Companies and Broadcast television networks, with over 220 million subscribers under contract in LATAM and North America, to create personalized content offerings and digital experiences for their customers. Through both its SaaS platform and AI-powered direct-to-consumer products, ICARO gives media companies and global telcos the ability to grow revenues, build audiences, and access turnkey solutions to stay competitive in an evolving media and technology marketplace. The ICARO platform features include access to a premium content library in several languages, international content distribution solutions, advanced geofencing controls, e-commerce integrations, advertising integrations, multimedia management and curation tools, metadata enhancement and optimization, channels and playlists, and video management and hosting. ICARO's platforms support multi-language digital content to a growing list of publishers, telco partners and media groups. ICARO is headquartered in New York, with international offices located in Los Angeles, São Paulo, Mexico City, Toronto, Boca Raton and London. For more information, please visit www.icaromediagroup.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 Lottery.com's strategy, future operations, prospects, plans and objectives of management, including those relating to the relationship with ICARO, 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 under the heading "Risk Factors" in the Form S-1 filed by Lottery.com with the SEC on November 18, 2021, 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.

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