



Lottery.com, Inc. subsidiary Sports.com in historic partnership with Saudi Motorsport Company

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Deal included launch of brand at the 2022 WTCR – FIA World Touring Car Cup race held in Jeddah, Saudi Arabia

AUSTIN, Texas, Dec. 02, 2022 (GLOBE NEWSWIRE) -- Lottery.com, Inc. (NASDAQ: LTRY, LTRYW) is delighted to announce that its wholly owned subsidiary Sports.com has entered into a strategic partnership with the Saudi Motorsport Company (SMC) to coincide with activity around the FIA World Touring Car Cup decider, which was held in Jeddah, Saudi Arabia last weekend, from 25-- 27 November 2022 ("the competition").

As part of the agreement, Sports.com branding and advertising was displayed around the track for the duration of the competition, setting the foundation for the future establishment of a joint venture and content distribution partnership.

Sports.com is a new sports entertainment platform, with both online and offline offerings, which has been created to take advantage of the changing way in which sports entertainment is distributed and accessed. Sports.com will enable fans to watch a variety of sports in every country; in any language; on any device; live and on demand. As well as live content, Sports.com will provide unique insights and information, data, e--gaming, education, ticketing, and merchandising services; bringing together fans with athletes, franchises, teams, rights owners, gaming providers, sponsors and advertisers. Its mission is to be the world's foremost locale for sports entertainment.

SMC is a state owned and funded company, founded by the Saudi Automobile and Motorcycle Federation (SAMF), to bring all Saudi activity in the sector under a single entity, and is the first public body designed to commercialize motorsport at a national level in the Kingdom. One of its primary roles is promoter for the Kingdom's growing number of international motorsport events such as the *FIA Formula 1 World Championship STC Saudi Arabian Grand Prix*, the *Dakar Rally* and *Extreme E*. Prince Khalid bin Sultan Al--Abdullah Al--Faisal, the SAMF Chairman, has in turn welcomed the establishment of SMC by SAMF.

From 25 – 27 November 2022, the WTCR – FIA World Touring Car Cup season reached an exciting climax at the inaugural Race of Saudi Arabia at the Jeddah Corniche Circuit, an alternative 3.450-kilometre track, and which staged the inaugural Saudi Arabian Grand Prix in December 2021. Gilles Magnus of Belgium won Gold at the race. The 2022 Cup Driver Champion is Mikel Azcona of Spain, and the Team Champion is BRC Hyundai N Squadra Corse, an Italian auto racing team based in Cherasco, Italy.

Matthew McGahan, Chairman of Lottery.com and President of Sports.com commented:

"We are honoured that Sports.com is partnering with the Saudi Motorsport Company, in what we trust will be the first of many opportunities. Our branding around the track was visible to fans in attendance and to millions of viewers around the world, in over 150 countries, where the race was broadcast and free to view. In addition, Sports.com's branding was also reflected on Ahmed BinKhanen's Audi GT car. BinKhanen is one of the Kingdom's best driving talents.

"Saudi Motorsport Company sees the potential to partner with our new platform, which we believe will revolutionize fan viewing and interaction within the fast--changing sports entertainment industry, and we look forward to concluding further similar agreements around major sporting events with broadcasters and rights owners around the world."

Martin Whitaker, CEO of the Saudi Motorsport Company added:

"We warmly welcome the opportunity to partner Sports.com. Saudi Arabia is fast becoming established as a motorsport destination, with events in the Kingdom broadcast globally, and now attracting a massive following. We are therefore very pleased to have announced this partnership, which introduced the Sports.com brand, from Jeddah, to millions of viewers around the world.

"The WTCR – FIA World Touring Car Cup's maiden visit to Saudi Arabia brought international touring car action to the country for the first time. We are grateful for the support of Sports.com and were in turn delighted to carry their branding in various prominent places over the period of the race. We also look forward to the continued development and strengthening of our relationship with Sports.com."

About Lottery.com, Inc.

Lottery.com, Inc. is a leading technology company that is transforming how, where and when lotteries are played. Its engaging mobile and online platforms enable players and commercial partners located throughout the United States and other countries to remotely purchase safe and legally sanctioned lottery games. Lottery participants look to the Company's website, Lottery.com, for compelling, real- -time results on over 800 lottery games from over 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) the Company'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 its accounting staffing levels; (iii) the effects of competition on Lottery.com's future business; (iv) risks related to its dependence on its intellectual property and the risk that technology could have undetected defects or errors; (v) changes in applicable laws or regulations; (vi) risks related to the COVID-19 pandemic or other pandemic and their 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 the Company 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, Inc. with the U.S. Securities and Exchange Commission ("SEC") under the heading "Risk Factors" and the other documents filed, or to be filed, by the Company 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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