



Sports.com Accelerates Global Expansion Through Key Partnerships and Unveils an Expanded Sports Content Platform

September 30, 2024

Coverage of Over 40 Sports with Live Event Content Across Multiple Regions

LONDON, Sept. 30, 2024 (GLOBE NEWSWIRE) -- Sports.com, a global leader in digital sports entertainment and a key brand of Lottery.com Inc. (Nasdaq: LTRY, LTRYW), has made substantial progress in expanding its platform's reach and content offerings achieving a major milestone in its global expansion. Sports.com now offers coverage of over 40 Sports and live event content across multiple regions strengthening its presence in the US, Europe, Africa, the Middle East, and Asia.

Sports.com's commitment to providing users with some of the most compelling sports content has been further developed with the recent announcement of the acquisition of CMF Media - a dynamic programming and original content creation agency. The hybrid approach of global sports coverage and curated bespoke content creation delivers viewers an extensive selection of engaging pre-recorded and live event content.

In addition, by securing partnerships with mobile operators, content platform providers, and industry leaders, the Company is well on its way to becoming a dominant player in the global sports media landscape, delivering localized sports content services directly to consumers' mobile devices and providing a seamless and engaging sports entertainment experience globally.

Sports.com's platform now boasts a comprehensive sports content library, covering a broad spectrum of sports events across football, motorsports, basketball, rugby, cricket, golf, tennis, and more. Here is a detailed look at the breadth of sports content now available on Sports.com:

Football (Soccer)

Europe

- English Premier League (Pre-match, Post-match, Stats & News)
- Bundesliga (News & Highlights)
- Portuguese League (News & Highlights)
- Dutch Eredivisie (News & Highlights)
- Spanish La Liga (Pre-match, Post-match, Stats & News)
- French Ligue 1 (Pre-match, Post-match, Stats & News)
- DFB Pokal (News & Highlights)
- FA Cup (Selected News & Highlights)
- Carabao Cup (Selected News & Highlights)
- UEFA Champions League (Pre-match, Post-match, Stats & News)
- UEFA Women's Champion League (Pre-match, Post-match, Stats & News)
- UEFA Europa League (Pre-match, Post-match, Stats & News)

LATAM, North America & Australasia

- Argentinian League (News & Highlights)
- Brazilian League (News & Highlights)
- Copa Libertadores (Pre-match, Post-match, Stats & News)
- MLS (Pre-match, Post-match, Stats & News)
- Australian A League (News & Highlights)
- National Women's Soccer League (News & Highlights)

Africa, Middle East & Asia

- Saudi Pro League (News & Highlights)
- CAF World Cup Qualifiers (Highlights)
- CAF Champions League (Highlights)
- Qatar Star League (Highlights)
- UAE Pro League (News & Highlights)
- Japanese J.League (Highlights)
- AFC Champions League (News & Highlights)
- AFC Asian Cup (Highlights)

- Asian World Cup Qualifiers (News & Highlights)

Motorsports

- Formula 1 | (Pre-match, Post-match, Stats & News)
- Formula 1 Testing | (Pre-match, Post-match, Stats & News)
- MotoGP | (News & Highlights)
- MXGP | (News & Highlights)
- Extreme E | (News & Highlights)
- Indy Car | (News & Highlights)
- 24 Hours of Le Mans | (News & Highlights)
- Dakar Rally | (News & Highlights)
- FIA World Rally Championship | (News & Highlights)
- FIA Formula E | (News & Highlights)
- FIA World Endurance Championship | (News & Highlights)
- GT World Challenge Europe | (News & Highlights)
- FIM Superbike World Championship | (News & Highlights)

Basketball, Baseball & (American) Football

- NBA (News & Highlights)
- MLB (News & Highlights)
- MLB World Tour (News & Highlights)
- NFL (Pre-game, Post-game, Stats & News)
- Super Bowl (Pre-game, Post-game, Stats & News)

Ice-Hockey, Golf & Tennis

- NHL (News & Highlights)
- The Masters (Pre-match, Post-match, Stats & News)
- US PGA Championship (Highlights)
- Men's US Open (Pre-match, Post-match, Stats & News)
- The Open (Pre-match, Post-match, Stats & News)
- Women's US Open (Highlights)
- Australian Open (News & Highlights)
- French Open (News & Highlights)
- Wimbledon (News & Highlights)
- US Open (News & Highlights)

Cycling, Rugby, Cricket & Winter Sports

- Tour de France (News & Highlights)
- La Vuelta (News & Highlights)
- Giro d'Italia (News & Highlights)
- World Cup Rugby (News & Highlights)
- Six Nations (Pre-match, Post-match, Stats & News)
- ICC Men's Cricket World Cup (News & Highlights)
- ICC Women's T20 World Cup (News & Highlights)
- FIS Freestyle Ski World Cup (News & Highlights)
- FIS Snowboarding World Cup (News & Highlights)

Matthew McGahan, Chairman and CEO of Sports.com, commented:

"Our rapid growth and extensive geographic reach are a direct result of our strategic partnerships and relentless pursuit of providing exceptional fan experiences. We're focused on building a platform that delivers premium sports content to every corner of the world, making us the go-to destination for fans who want to engage with their favorite sports like never before."

Tim Scoffham, Director of Sports.com Media, added:

"We are thrilled to offer a comprehensive and diverse catalogue of sports content, which now includes some of the world's most sought-after events and leagues. From live match coverage to exclusive insights, we are committed to delivering the very best of sports to our users wherever they are."

"In the coming months, Sports.com plans to further expand its live event offerings and introduce new content partnerships to enhance our platform's value and reach. With a focus on continued innovation and fan engagement, we are aiming to set new standards in sports entertainment and redefine how fans around the world experience their favorite sports."

For more information, visit www.sports.com or contact press@lottery.com.

About Sports.com

Sports.com is fast becoming the premier destination for sports entertainment, offering an unparalleled array of interactive and engaging sports content. For more information, visit www.sports.com.

About Lottery.com:

Lottery.com is a technology company that transforms how players engage with lotteries and sports entertainment through its digital platforms. As the parent company of Sports.com, Lottery.com aims to create a global hub for sports content, delivering innovative programming and immersive experiences to fans around the world.

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.

This press release was published by a CLEAR® Verified individual.