Inspired Announces Strong Momentum In European Virtual Sports Business

NEW YORK, Nov. 29, 2017 /PRNewswire/ -- Inspired Entertainment, Inc. ("Inspired") (NASDAQ: INSE) today announces key contracts and deployments in its UK and European Virtuals business.

Live in Italy with Goldbet
Inspired's Virtual Sports are now live in circa. 1,000 GoldBet retail venues in Italy. One dedicated broadcast channel will show a mixed schedule of trotting and horse races from Inspired, while a second channel showing Inspired's Platinum Football will be launched in early 2018.

Greek Virtual Football Success
Inspired's premium Rush Football 2® Virtual Sports product, already live over the counter in over 4,000 OPAP lottery venues, has now launched on Self Service Betting Terminals in 500 OPAP venues, rising to 800 by the end of the 2017.

Betfred Retail Virtuals Agreement Extended
Following Betfred's recent 5 year SBG contract extension and award of over 1,000 additional SBG terminals, previously operated by a competing supplier to Inspired, the UK's largest independent bookmaker has also extended its existing Virtual Sports agreement with Inspired, which will involve the supply of two new channels of Virtual Sports content to its betting shop estate. Enhanced new Horses (2 furlong race) and Greyhounds (Rush Dogs 2™) products, along with traditional Horses, Dogs, and Bingo are now available to Betfred customers, with a race from Inspired being delivered every minute via Inspired's in-venue viewer technology.

William Hill Upgrade
Inspired has upgraded its suite of Virtual Sports offerings across William Hill's retail estate. The upgrade also sees the introduction of new premium products including Rush Sprints 2™ and Rush Dogs 2™.

Upgraded Virtual Horses from Inspired Available with 49's
49's Limited (owned by a consortium of leading UK operators) has launched newly upgraded virtual horse racing products from Inspired including all new Portman Park, Steepledowns, and Sprint Valley tracks, which have been ever present in all UK LBO's since 2001.

Paddy Power to Exclusively Launch New Virtual Cricket Product
Paddy Power will exclusively launch a new Virtual Cricket product from Inspired to over 50 retail venues in December 2017. The launch will coincide with the 2017/18 Ashes series and become the fulcrum of the Paddy Power dedicated mixed Virtual Sports channel.

New Market Success in Romania
Inspired's agreement to supply Virtual Sports products to Romanian operator Superbet on both retail and digital channels has been extended to 2020. Inspired's premium Rush Football 2® is now live with BetArena (part of the SuperBet group) in 40 retail locations, rising to 200 in the near future.

Inspired's Virtual Football Matchday™ Live in Italy with Eurobet
Inspired's latest Virtual Sports products have launched in Eurobet retail venues with one channel dedicated to Inspired's market-leading Matchday™ and Platinum Football products.

SBC Awards Shortlisting
Inspired has been shortlisted for 3 prestigious SBC Awards, the results of which will announced on December 5th 2017. Shortlistings include Inspired's Virtual Grand National for Best Virtual Sports Product, Matchday™ Italy for Best Virtual Football Product, and Rush Horses Go!™ for Best Sports Themed Slot/Game.

'We're seeing fantastic momentum in our European Virtual Sports business, as more operators extend existing contracts and new customers become aware of the revenue driving potential of these ultra realistic, accessible entertainment products,' said Steve Rogers, Chief Commercial Officer, Digital Games, Inspired. 'Our portfolio of games is constantly growing as we upgrade existing popular sports, develop new variants to suit specific markets, and add new sports into the mix following our continued market research programme. We pride ourselves on being the top supplier of Virtual Sports in the industry, with our products live in over 40,000 venues. These recent successes in both the UK and across Europe are testament to that fact,' he added.

About Inspired Entertainment, Inc.
Inspired is a global games technology company, supplying Virtual Sports, Mobile Gaming and Server Based gaming systems with associated terminals and digital content to regulated lottery, betting and gaming operators around the world. Inspired currently operates more than 32,000 digital gaming terminals and supplies its Virtual Sports products in more than 40,000 venues and on over 100 websites in 30 countries. Inspired

employs over 800 employees in the UK and elsewhere, developing and operating digital games and networks.

Additional information can be found at www.inseinc.com.

Forward Looking Statements
This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "anticipate", "believe", "expect", "estimate", "plan", "outlook", and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These statements are based on Inspired's management's current expectations and beliefs, as well as a number of assumptions concerning future events.

Such forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside of Inspired's control that could cause actual results to differ materially from the results discussed in the forward-looking statements. Additional factors that could cause actual results to differ materially from those expressed or implied in forward-looking statements can be found in Inspired's most recent annual report on Form 10-K and subsequently filed quarterly reports on Form 10-Q and current reports on Form 8-K, which are available, free of charge, at the SEC's website at www.sec.gov.

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