Inspired Virtual Sports Live With Veikkaus

NEW YORK, Feb. 1, 2018 /PRNewswire/ -- Inspired Entertainment, Inc. ("Inspired") (NASDAQ: INSE) today announced that its Virtual Sports are now live in retail venues and online with Finnish National Lottery, Veikkaus.

Seven Virtual Sports products from Inspired including Rush Football 2, Rush Horses, Rush Dogs 2, Trotting, Speedway, Cars and Rush Cycling are now available to Veikkaus customers both online and in over 25 retail venues (including Casino Helsinki, the only casino in Finland).

Owned by The Finnish State, Veikkaus is the Finnish National Lottery and has an exclusive gambling license on Lottery and Casino Games, and Sports and Horse Betting in Finland.

Via a public RFP process, Inspired was selected to supply Virtual Sports products to Veikkaus operated locations and on the Veikkaus website.

'Following the announcement of Inspired's RFP win with Veikkaus in 2017, I'm delighted that we are now the first Virtual Sports provider to be delivering content to retail venues and online channels in Finland,' said Steve Rogers, CCO, Digital Games, Inspired. 'Inspired's Virtual Sports products are renowned for their world-class quality and ability to be easily integrated into existing sports betting platforms,' he added, 'and we are proud to be the Finnish National Lottery's preferred partner.'

'Veikkaus is delighted to be offering Inspired's market-leading Virtual Sports to its online customers 24/7/365, and across retail channels,' said Sami Kauhanen, VP Sports, Horses & Table Games, Veikkaus. 'We are committed to bringing our customers the most entertaining and engaging betting products available, and we are certainly achieving this with the addition of seven new Virtual Sports from Inspired's varied portfolio. We look forward to an exciting and mutually beneficial business relationship,' 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 approximately 30,000 digital gaming terminals and supplies its Virtual Sports products through more than 40,000 retail channels and over 300 websites, in approximately 35 gaming jurisdictions worldwide. Inspired employs approximately 800 employees in the UK and elsewhere, developing and operating digital games and networks.

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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