Inspired Announces Virtual Sports Launch With Danske Spil

NEW YORK, Dec. 3, 2018 /PRNewswire/ -- Inspired Entertainment, Inc. ("Inspired") (NASDAQ: INSE) today announced a new contract with the Danish National Lottery, Danske Spil, to supply its award winning Virtual Sports content to retail venues operated by Danske Spil across Denmark.

Inspired launched in Denmark in November with scheduled Virtual Sports products, including Rush Football Matchday™, across multiple dedicated channels of Virtual Sports content. These virtual events are streamed to venues via the latest streaming technology which removes the requirement for in-venue graphics PCs.

"I'm delighted to announce this strategically important deal with Danske Spil," said Steve Rogers, Chief Commercial Officer for Virtual Sports at Inspired. "Inspired is proud to be affiliated with World Lottery Association members throughout the world, and the opportunity to supply our leading Virtual Sports to Danske Spil retail venues is an exciting one for our business."

Rogers added, "We are confident that products such as Rush Football Matchday™ will prove extremely popular with Danske Spil customers. Rush Football Matchday™ has recently launched in Italy to great success and we believe that we will see similar receptivity in Denmark."

"At Danske Spil we very much look forward to offering Inspired's Virtual Sports to our retail customers," said Jens Nielsen, Sports Betting Director at Danske Spil. "We pride ourselves on delivering entertaining games and a premium customer experience, and we're confident that these new products will not only bolster our existing portfolio, but also impress players with their ultra-realistic graphics and entertainment value."

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 100 websites, in approximately 35 gaming jurisdictions worldwide. Inspired employs approximately 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 news release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the U.S. 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 indicate future events or trends or are not statements of historical matters. These statements are based on our 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 our control and all of which could cause actual results to differ materially from the results discussed in the forward-looking statements. Accordingly, forward-looking statements should not be relied upon as representing our views as of any subsequent date, and we do not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws. Factors that could cause actual results to differ materially from those expressed or implied in forward-looking statements can be found in our reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K, our quarterly reports on Form 10-Q and our current reports on Form 8-K, which are available, free of charge, on the SEC's website at www.sec.gov and on our site at www.inseinc.com .

Contact :
Aimee Remey
aimee.remey@inseinc.com
+1 646 620-6737

View original content to download multimedia:http://www.prnewswire.com/news-releases/inspired-announces-virtual-sports-launch-with-danske-spil-300758928.html

SOURCE Inspired Entertainment, Inc.

https://investors.inseinc.com/2018-12-03-Inspired-Announces-Virtual-Sports-Launch-With-Danske-Spil