Inspired Launches V-Play Basketball With bet365.com

V-Play NFLA Legends Football Coming Soon

NEW YORK, March 27, 2020 /PRNewswire/ -- Inspired Entertainment, Inc. ("Inspired") (NASDAQ: INSE), a world-leading Virtual Sports provider, today announced the launch of its groundbreaking new V-Play Basketball on bet365.com. The leading online operator with more than 45 million customers launched V-Play Basketball earlier this week and is one of the first operators to host two dedicated streams, a U.S. Basketball and a separate European Basketball variant, with a new event every two minutes. Since its inaugural launch in 2019, V-Play Basketball achieved immediate success, becoming one of the best performing Virtual Sports online and delivering significant incremental revenue for Inspired customers.

Speaking on the launch, Inspired Chief Commercial Officer Steven Rogers said, "bet365 is a long-time customer and we've enjoyed many highly successful product launches with them over the years. The launch of V-Play Basketball follows a string of popular games that have gone live with bet365.com since the new year, including Virtual Football, Cricket and Virtual Grand National."

bet365.com will be the first operator to feature the new NFLA Legends Football, an officially licensed product with the NFL Alumni ("NFLA"), which brings all-time favorite NFL legends back to the field. V-Play NFLA Legends Football features 11 teams of alumni legends from some of the biggest teams going head-to-head in a single game format. Fast-paced action completes each series of plays in less than 90 seconds. Ultra-realistic player simulations use the latest animation and motion capture techniques and offer "play-by-play" action as the game progresses. NFLA Legends Football will be added to the two existing football channels on bet365.com, available via the Virtual Sports section of their sportsbook.

bet365 said, "We haven't seen any Virtual Sports quite like V-Play Basketball and V-Play NFLA Legends Football. They are great products, both visually and in the betting opportunities they offer the players. We are very excited to be launching these products and we have no doubt they will be successful additions to our current Virtual Sports offerings. Inspired has impressed us with their innovation once again."

The season never ends online with Inspired Virtual Sports, supporting online and mobile betting 365 days a year, 24 hours a day, 7 days a week. Please see the Inspired website for trailers and demos of the latest Virtual Sports offerings at www.inseinc.com/virtuals/.

About Inspired Entertainment, Inc.

Inspired offers an expanding portfolio of content, technology, hardware and services for regulated gaming, betting, lottery, and leisure operators across retail and mobile channels around the world. The Company's gaming, virtual sports, interactive and leisure products appeal to a wide variety of players, creating new opportunities for operators to grow their revenue. The Company operates in approximately 35 jurisdictions worldwide, supplying gaming systems with associated terminals and content for more than 50,000 gaming machines located in betting shops, pubs, gaming halls and other route operations; virtual sports products through more than 44,000 retail channels; digital games for 100+ websites; and a variety of amusement entertainment solutions with a total installed base of more than 19,000 devices. Additional information can be found at www.inseinc.com.

Forward Looking Statements

This news release may contain "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," "will," "would" and "project" and other similar expressions that indicate future events or trends or 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.

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 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 Inspired's views as of any subsequent date, and Inspired does 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 required by law. You are advised to review carefully the "Risk Factors" section of Inspired's annual report on Form 10-K for the fiscal year ended September 30, 2018 and in Inspired's subsequent quarterly reports on Form 10-Q, which are available, free of charge, on the U.S. Securities and Exchange Commission's website at www.sec.gov.

Contact:

Aimee Remey
aimee.remey@inseinc.com
+1 646 565-6938

For Press and Sales
inspiredsales@inseinc.com

www.inseinc.com
@Inspired_News

SOURCE Inspired Entertainment, Inc.

Additional assets available online: Video (1)

https://investors.inseinc.com/2020-03-27-Inspired-Launches-V-Play-Basketball-With-bet365-com