Inspired Signs Virtual Sports Contract With DraftKings

Virtual Sports Can Provide Sports Betting Content 24/7/365

NEW YORK, April 16, 2020 /PRNewswire/ -- Inspired Entertainment, Inc. ("Inspired") (NASDAQ: INSE) today announced that it has signed a contract with DraftKings to provide its new V-Play Plug & Play™ solution, a complete end-to-end online virtual sportsbook product that allows DraftKings to access Inspired's award-winning Virtual Sports with minimal integration effort and rapid speed-to-market. With this contract, the U.S.-based digital sports entertainment and gaming company that offers mobile and retail betting for major national and global sports, will gain access to 14 Virtual Sports variants, including Basketball, Football, Horse Racing, Soccer and Car Racing, to make them available to DraftKings' New Jersey customers on desktop and mobile platforms.

Inspired President and Chief Operating Officer Brooks Pierce said, "We are very excited to team up with DraftKings to bring Virtual Sports to their passionate fans. Not only do we have the largest and most advanced portfolio of Virtual Sports, we tailor our products to sports fanatics with a combination of fast-paced action, ultra-realistic player simulations and a tremendous breadth of bet types. We are looking forward to working with DraftKings on bringing a continual stream of betting content to their customer base, especially at this time when there is limited live sports content available."

Included within this contract, DraftKings will gain access to Inspired's groundbreaking new V-Play NFLA Legends Football and V-Play Basketball. NFLA Legends Football is an officially licensed product with the NFL Alumni ("NFLA"), which brings all-time favorite NFL legends back to the field. It features 11 teams of alumni legends from some of the biggest teams going head-to-head in a single game format. V-Play Basketball gives customers an ultra-realistic basketball experience, created using the latest motion capture technology and state-of-the-art proprietary software and featuring bet types that are already popular with consumers for wagering on live basketball. Since its initial launch in 2019, V-Play Basketball achieved immediate success, becoming one of the best performing Virtual Sports online and delivering significant incremental revenue to Inspired's customers.

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.

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