

Media Release
For Immediate Release
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DraftDay Gaming Group, Inc. Partners with Draftstars to Launch Australia's Premier Daily Fantasy Sports Site

DraftDay Gaming Group, Inc., the award-winning daily fantasy sports platform, is proud to announce the launch of Draftstars, the premier Australian daily fantasy sports site.

Draftstars (draftstars.com.au), a recently announced joint venture between CrownBet and Fox Sports Australia, has launched the most advanced daily fantasy sports site in Australia, offering Australia's biggest fantasy sports prize pools. Draftstars will also be the Official Daily Fantasy Sports Partner of the Australian Football League (AFL), with exclusive access to match content not available to any other operator.

Draftstars is built on the DraftDay™ platform developed and supplied by DraftDay Gaming Group, Inc. The DraftDay™ platform is recognized as the world's leading B2B daily fantasy software platform. The exclusive partnership between DraftDay Gaming Group, Inc. and Draftstars in Australia is the first of many international opportunities that DraftDay has in development.

"DraftDay is excited to be partnering with Draftstars to launch the defining daily fantasy sports website in Australia," said DraftDay's CEO Rich Roberts. "DraftDay's award-winning platform and B2B expertise will provide Draftstars with a market-leading daily fantasy sports technology platform, incorporating essential consumer-protection tools to enhance the player experience and increase brand loyalty."

Kicking off with AFL as the first sporting code on the Draftstars platform, other local and global sports, including the National Rugby League (NRL) and NBA, will be added in the coming months.

Draftstars Chief Executive Officer, Matt Sanders, said, "As Australians, we love our sport, we love to compete and we love to test our knowledge of sports against our mates. Anyone who lives and breathes AFL will love Draftstars for the exciting and engaging digital sporting experience our platform will deliver. Draftstars, built on the DraftDay™ platform, is a game-changing product, which offers Draftstars players a range of contests to suit everyone, from the sports fanatic to the beginner.

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About DraftDay Gaming Group, Inc.

DraftDay Gaming Group, Inc. is the market leading and award-winning business-to-business daily fantasy sports platform provider. Recently named Fantasy Supplier of the Year at the 2016 Gaming Intelligence Awards, DraftDay provides turnkey, white-label daily fantasy sports solutions to organizations looking for ways to further monetize their existing users using their established brands while protecting their valuable databases. The DraftDay network has paid out over \$40 million in prizes with consumer-protection and KYC tools that are second to none in the industry.

For more information, please visit www.draftdaygaming.com.

About Draftstars

Draftstars is Australia's biggest, most exciting daily fantasy platform for sport lovers who want to test their skill and knowledge. Draftstars, a joint venture of CrownBet and Fox Sports, is the official daily fantasy partner of the AFL in the lead-up to Round One of the 2016 AFL Premiership Season. With Draftstars, players can compete for massive guaranteed prize pools and a range of games to suit any player. Draftstars is built on the DraftDay platform, which is recognized as the world's leading daily fantasy software.

For more information, please visit www.draftstars.com.au.