



# Florida Gaming Control Commission

JULIE I. BROWN, VICE CHAIR  
CHUCK DRAGO, COMMISSIONER  
JOHN D'AQUILA, COMMISSIONER  
TINA REPP, COMMISSIONER

January 31, 2024

Betr Holdings, Inc.  
290 Northeast 68th Street  
Miami, Florida 33138

Re: Cease and Desist Order

To whom it may concern:

On September 19, 2023, the Florida Gaming Control Commission sent a letter demanding that your company cease and desist “offering or accepting illegal bets or wagers from [Florida] residents” and “conducting any illegal lotteries,” citing sections 849.14 and 849.09(1)(b), Florida Statutes. The letter warned that failure to comply “will result in the Florida Gaming Control Commission taking any and all appropriate action, including referring this matter to the Attorney General’s Office of Statewide Prosecution.”

In response to the cease-and-desist letter, your company represented that all of its operations in Florida comply with Florida law and that it will seek a judicial decree to that effect, but that, in the interim, the company will comply with the Commission’s cease-and-desist order by, within 30 days from the date of this letter, discontinuing the contests and promotions that were available in the State of Florida as of the date of the cease-and-desist letter. If this cessation is completed within that timeframe, the Commission will deem the company and all its officials, directors, and employees to have complied with the demands of the cease-and-desist order, and the Commission will not take further action, including referral to the Office of Statewide Prosecution or to any State Attorney. This assurance is limited to any and all conduct, occurring prior to the expiration of the 30-day compliance period, related to the contests and promotions that were the subject of the cease-and-desist letter.

While this letter should not be interpreted as conferring the Commission’s authorization or consent to any factually distinct operations that your company has initiated since the issuance of the cease-and-desist letter or will initiate in the future, nothing in this letter or the company’s past conduct prevents it from operating contests or promotions in compliance with the law.

Respectfully,

Louis Trombetta  
Executive Director