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888 Holdings Plc

('888' or 'the Company')

888 signs first online operator sponsorship deal with the New York Jets of the National Football League

888 Holdings Plc, one of the world's most popular online gaming companies and solutions providers, is delighted to announce it has signed a sponsorship deal with the New York Jets of the National Football League' (NFL).

The sponsorship deal is a first for an online operator with an NFL team following recent permission to allow casino and poker operators to sponsor American football teams. As part of the deal, 888.com branding will be seen during the Jets games at the MetLife Stadium, including within 'red-zone' highlights shown on the stadium's videoboards. 888.com's sponsorship includes the use of New York Jets branding and logos in marketing materials as well as adverts distributed during New York Jets game day radio coverage and across the New York Jets digital platforms. The sponsorship launched in October and will run through the entire 2018-19 New York Jets season.

The deal is the latest exciting development for 888 in the US market, following the [launch of the 888sport brand in New Jersey](#) in September, complementing the 888casino and 888poker brands already established in the state. 888's customers in New Jersey are now able to enjoy a wide range of 888 products from a single login.

Yaniv Sherman, Head of Group Commercial Development at 888, commented: *"This exciting deal between the New York Jets and 888.com is a significant moment for both 888 and our industry as it marks the first ever sponsorship agreement between an NFL team and a global online operator.*

888 has a unique position across the three regulated states for full online gaming and we are confident that this deal will further strengthen the 888 brand in the US market. This will support the successful delivery of our growth strategy to be a leading operator in the developing and potentially significant US online gaming market."

Enquiries and further information:

888 Holdings Plc

Itai Frieberger, Chief Executive Officer	+350 200 49 800
Aviad Kobrine, Chief Financial Officer	+350 200 49 800
Itai Pazner, Chief Operating Officer	+350 200 49 800
Yaniv Sherman, SVP Head of Commercial Development	+1 201 856 1221

Hudson Sandler (public relations)

Alex Brennan	+44(0) 207 796 4133
Hattie O'Reilly	888@hudsonsandler.com
Bertie Berger	

About 888 Holdings Plc:

- 888 Holdings Public Limited Company (888) is one of the world's most popular online gaming entertainment and solutions providers. 888's mission is to supply its customers with innovative and market-leading online gaming products, above all in a safe and secure environment.
- 888 has been at the forefront of the online gaming industry since foundation in 1997, providing to players and B2B partners an always innovative and world-class online gaming experience. At the heart of 888's business is its proprietary gaming technology and associated platforms.
- The Group is structured into two lines of business: B2C, under the 888 brands, and B2B, conducted through Dragonfish, which provides partners a leading platform through which to establish an online gaming presence and monetise their own brands.
- 888's consumer facing websites offer more than just online gaming. They are entertainment destinations: places where people can enjoy a truly interactive experience and be part of an online community that shares common interests. 888's strong and trusted brands are all accessible through www.888.com.
- Find out more about 888 at <http://corporate.888.com/>.