



7 September 2021

888 Holdings Plc
("888" or "the Group")

SI Sportsbook launches in Colorado

888 (LSE: 888), one of the world's leading online betting and gaming companies, is pleased to announce its all-new Sports Illustrated wagering experience, SI Sportsbook, has launched in Colorado.

SI Sportsbook combines 888's world-class proprietary and scalable technology with Sports Illustrated's iconic brand to create a unique value proposition for sports fans. It has been purpose built for the US market and has launched ahead of the National Football League (NFL) season. Offering an enhanced in-play betting market, SI Sportsbook is powered by official data from the most popular sporting leagues and tournaments, including NFL, National Basketball Association, Major League Baseball, National Hockey League, NASCAR, and the English Premier League.

With more than 30 million monthly unique users, Sports Illustrated will engage readers and fans by seamlessly incorporating betting information and insights from SI Sportsbook across its content, media, and gaming. 888 will provide unique and differentiated tools including a multi-sport *Pickem* game, betting widgets, betting education tools, and intelligent hyperlinking to create a dynamic sports betting experience for customers.

888's proprietary sports betting platform enables the Group to efficiently launch SI Sportsbook into other US states while providing a customised experience for customers that adheres to local regulation. Following its launch in Colorado, 888 is currently working to launch the SI Sportsbook in several other states.

Yaniv Sherman, SVP – Head of US at 888, commented:

"We are proud to launch the SI Sportsbook in Colorado. We strongly believe we have developed a unique and differentiated sports wagering experience that combines the power of our proprietary technology platform with one of the most impactful sports media brands for nearly 70 years.

By partnering with Sports Illustrated, we have created a strong platform that enables us to build our US position through Sports Illustrated's extensive brand footprint. This provides an opportunity to cost-effectively acquire customers and build a profitable business over time.

We look forward to introducing SI Sportsbook to sports fans across Colorado and are excited to continue its roll-out into new states in the coming months."

SI Sportsbook is available at <https://www.sisportsbook.com/>.

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About 888 Holdings Plc:

888 Holdings plc (and together with its subsidiaries, "888" or the "Group") is one of the world's leading online betting and gaming companies. 888's mission is to develop state-of-the-art technology and products that provide fun, fair and safe digital gambling products to players globally. Safer gambling is a core focus for the Group and, at the beginning of 2020, 888 launched its '*Safer. Better. Together*' safer gambling strategy and commitments.

888 has been at the forefront of the online gaming industry since its foundation in 1997, leveraging its proprietary technology to provide players and B2B partners an innovative and world-class online gaming experience.

In 2020, the company was proud to be recognised at the 2020 Gaming Intelligence awards as the winner in the *Casino Operator of the Year* category. In 2020, 888 also won two prestigious awards for its poker platform at the 2020 Poker Listings Operator Awards in the *Most Improved Software* and *Best Beginner Software* categories.

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 in a safe and responsible manner.

888's consumer facing websites offer more than just online betting and 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/>.

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