



DraftKings To Make Debut at 2020 Masters with Bryson DeChambeau in Exclusive Multi-Year Deal

November 2, 2020

Collaboration with the World's Sixth-Ranked Golfer Underscores Significance of Golf Within the Gaming Industry

BOSTON, Nov. 02, 2020 (GLOBE NEWSWIRE) -- Today, DraftKings announced an exclusive, multi-year relationship with Bryson DeChambeau, who will become the first active professional golfer to represent the digital sports entertainment and gaming company via an integrated brand, content, marketing, and VIP centric collaboration that will feature Bryson DeChambeau as the face of DraftKings golf. Bryson is currently ranked No. 6 in the Official World Golf Ranking and is coming off his first major championship at the U.S. Open in September, 2020. Starting with the 2020 Masters, the DraftKings logo will be featured on DeChambeau's signature golf cap.

"Professional golf has been a key growth sport in both daily fantasy and sports betting, and our collaboration with Bryson DeChambeau is a notable new layer of mainstream brand exposure and fan experience," said Jason Robins, co-founder and CEO, DraftKings. "As one of golf's most promising athletes and the current U.S. Open champion, DraftKings is strategically aligning with winning athletes like Bryson who embody and embolden the competitive fire of our customers."

At DraftKings, golf remains the fourth-most-popular sport for daily fantasy while golf sportsbook handle has grown over ten times year over year. Excluding NFL games, the 2019 Masters ranked among the top five highest-bet sporting events on DraftKings while 2020 has featured many of the company's most popularly bet golf tournaments of all time. Amidst this surge in golf betting, the athlete sponsorship also entails unique experiential elements to engage fans such as playing a round of golf with or receiving golf lessons from Mr. DeChambeau.

"DraftKings has been at the forefront of innovation for how people experience golf, and the company continues to modernize the game through technology built by and for sports fans," said Bryson DeChambeau. "The gaming industry has already helped golf reach broader audiences, and I am proud to work with DraftKings on boosting fan excitement and engagement in the game."

With the 2020 Masters taking place in November for the first time in history and overlapping with the NFL during the final round on Sunday, DraftKings is offering a \$100,000 free-to-play pool that captures the action of both sports. This is the first multi-sport pool DraftKings has developed as the company further adapts to the unique sports calendar of 2020.

Fans can access DraftKings Sportsbook and Daily Fantasy Sports by visiting www.draftkings.com or by downloading DraftKings apps via [iOS](#) and [Android](#).

About DraftKings

DraftKings Inc. (Nasdaq: DKNG) is a digital sports entertainment and gaming company created to fuel the competitive spirits of sports fans with products that range across daily fantasy, regulated gaming and digital media. Headquartered in Boston, and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings is a multi-channel provider of sports betting and gaming technologies, powering sports and gaming entertainment for 50+ operators across more than 15 regulated U.S. and global markets, including Arkansas and Oregon in the U.S. DraftKings' Sportsbook offers mobile and retail betting for major U.S. and international sports and operates in the United States pursuant to regulations in Colorado, Illinois, Indiana, Iowa, Mississippi, New Hampshire, New Jersey, New York, Pennsylvania, Tennessee and West Virginia. DraftKings' daily fantasy sports product is available in 8 countries internationally with 15 distinct sports categories. DraftKings is the official daily fantasy partner of the NFL, MLB and the PGA TOUR as well as an authorized gaming operator of the NBA and MLB and an official betting operator of the PGA TOUR.

Media Contacts

media@draftkings.com
[@DraftKingsNews](#)

Forward-Looking Statements

Certain statements made in this release are "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside DraftKings' control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. For a discussion of additional risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see DraftKings' Securities and Exchange Commission filings. DraftKings does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.