



Red Sox Name Boston-Based DraftKings as Official, Exclusive Daily Fantasy Sports Partner

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Designation Includes Signage Above the Iconic Green Monster

BOSTON, July 28, 2021 (GLOBE NEWSWIRE) -- The Boston Red Sox and DraftKings Inc. (Nasdaq: DKNG) today announced a deal making DraftKings the official Daily Fantasy Sports (DFS) provider of the franchise. The agreement reinforces DraftKings' existing relationship with one of the most storied teams in baseball.

"We are thrilled to team up with a historic franchise like the Red Sox and bring DraftKings closer to this passionate fanbase, which is even more special given our hometown Boston roots," said Ezra Kucharz, chief business officer of DraftKings. "As a Boston-born company, we are well-acquainted with the devotion of Boston sports fans, and we believe the engagement possibilities of this integration are only just beginning."

The Red Sox represent DraftKings' most recent local sponsorship agreement in the Northeast, after previously solidifying deals with the New England Patriots and Boston Celtics. In addition to a variety of content integrations, the DraftKings brand will be displayed throughout historic Fenway Park, in addition to its current signage above the iconic Green Monster. Additionally, DraftKings will have field level home plate signage and LED branding along the first and third baseline for one inning at each regular season home game.

"Since 2015, we have worked closely with DraftKings and are pleased to now have this Boston-based company on board as our official daily fantasy sports partner," said Red Sox EVP of Partnerships Troup Parkinson. "With millions participating in the world of fantasy sports, this partnership positions us well to grow our game and engage with our fans on a trusted platform. We look forward to deepening our partnership in the years ahead."

In addition to in-stadium branding, DraftKings will be promoted as the official daily fantasy partner of the Red Sox Foundation through emails, social media posts, and the Red Sox Foundation website. Furthering its CSR efforts, the company will also have title sponsorship of the 50-50 raffle for all home games and includes branding on raffle sales team paddleboards, raffle tickets, and email blasts. The deal also further deepens DraftKings' partnership with the Red Sox Foundation, one of the largest and most successful team charities in all of professional sports.

A leader in digital sports entertainment and gaming, DraftKings is committed to creating inclusive and responsible pathways for people to build, create, imagine, and innovate through the [DraftKings S.E.R.V.E.S.](#) program. [Responsible gaming](#) is a key pillar of the S.E.R.V.E.S. program and DraftKings' collective mission is to protect the vulnerable with groundbreaking technology, training, resources and the support of evidence-based research. Fans can access DraftKings' Daily Fantasy Sports, Sportsbook and Casino apps by visiting [DraftKings.com](#) or by downloading via [iOS and Android](#).

About DraftKings

DraftKings Inc. is a digital sports entertainment and gaming company created to fuel the competitive spirit 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 in 17 countries. DraftKings' Sportsbook is live with mobile and/or retail betting operations in the United States pursuant to regulations in Colorado, Illinois, Indiana, Iowa, Michigan, Mississippi, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Tennessee, Virginia and West Virginia. DraftKings' daily fantasy sports product is available in 7 countries internationally with 15 distinct sports categories. DraftKings is the official daily fantasy partner of the NFL, MLB, NASCAR, PGA TOUR and UFC as well as an authorized gaming operator of the NBA and MLB, an official betting operator of the PGA TOUR and the official betting operator of UFC. DraftKings also owns Vegas Sports Information Network, Inc. (VSiN), a multi-platform broadcast and content company.

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.

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