



## PointsBet Launches in Colorado

**17 November, 2020 - Melbourne, Australia** - PointsBet Holdings Limited (ASX: PBH) (the "Company") today announced that its wholly owned subsidiary, PointsBet Colorado, LLC ("PointsBet") has launched in the State of Colorado and has taken the first bet.

This represents the Company's fifth online sportsbook operation in the United States. The next launch is planned for Michigan in Q3 FY21. Michigan will also see the inaugural launch of PointsBet's iGaming product.

Prior to launching in Colorado, PointsBet inked a multi-year partnership with Kroenke Sports & Entertainment, LLC ("KSE") making them the official and exclusive partner of the Denver Nuggets of the National Basketball Association, Colorado Avalanche of the National Hockey League, Colorado Mammoth of the National Lacrosse League, and their home venue, The Ball Arena (formerly the Pepsi Centre). Likewise, Learfield IMG College, the media rights holder of University of Colorado Athletics, and PointsBet also announced a multi-year corporate sponsorship agreement that makes PointsBet a proud and exclusive partner of the Colorado Buffaloes.

*"Launching in Colorado, the site of PointsBet's US headquarters, is an extra special moment for the business. This is our fifth state of operation in the US following our most recent launch in Illinois, and as always, we will be providing this passionate, sports-loving community with the fastest online sports betting product in the market and the most betting options for every NFL, NBA, MLB and NHL game,"* said Johnny Aitken, PointsBet USA CEO.

*"It is a great feeling to now be able to officially introduce Colorado sports bettors to the competitive advantages PointsBet possesses in owning our technology end-to-end, as well as light up our major investments in the state like our fully exclusive deal with the Kroenke Sports and Entertainment team across the Denver Nuggets, Colorado Avalanche and the Ball Arena in advance of the upcoming NBA and NHL seasons."*

The outstanding progress the Company has made was also recently recognised at the eGaming Review (EGR) North America Awards, with PointsBet winning three key awards:

- US Sports Betting Operator of Year;
- US Socially Responsible Operator of Year; and
- US Rising Star.



For further information please contact:

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### **About PointsBet**

PointsBet is a corporate bookmaker with operations in Australia and the United States. PointsBet has developed a scalable cloud-based wagering Platform through which it offers its Clients innovative sports and racing wagering products. PointsBet's product offering includes Fixed Odds Sports, Fixed Odds Racing and PointsBetting.