



## PointsBet Appoints Eric Foote as US Chief Commercial Officer

PointsBet Holdings Limited today announced the appointment of Eric Foote as US Chief Commercial Officer, effective 6 January 2020.

Foote most recently served as the Vice President of Business Development and Partnerships for CBS Sports Digital, where he led development and growth of the digital media assets and properties. Foote has worked in the North American sports and media industry for over 20 years with responsibilities in sports betting, strategic partnerships and revenue growth.

Foote has a Bachelor of Business Administration from Wartburg College and a Masters of Sports Administration from Western Illinois University. He will be based in Denver, Colorado and sit on PointsBet's Global Executive Team.

Commenting on the appointment, Sam Swanell, PointsBet Group Chief Executive Officer, said: *"We are very pleased that a Senior Executive of Eric's quality and experience is joining PointsBet. His understanding of the US media landscape and the opportunities which this can provide our company will be invaluable as we continue to expand across the United States and seek strategic partnerships. I am looking forward to the important contribution Eric will make and I welcome him to the team."*

Commenting on his new role, Foote stated: *"Sports betting is just getting started in the US and I'm excited to be joining such an ambitious, talented and well-positioned team. PointsBet has already established a successful business and made significant progress since PASPA repeal, and I look forward to working with the team in pursuit of market leadership."*

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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. PointsBet aims to provide more markets on the major Australian and US sports than any other bookmaker.

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