



PointsBet Appointed Official Gaming Partner for Detroit Tigers

3 July 2020 - Melbourne, Australia – PointsBet Holdings Limited (ASX:PBH) (“PointsBet” or the “Company”) announces that its wholly subsidiary PointsBet USA Inc., has entered into a new multi-year deal to become a gaming partner of the Detroit Tigers Major League Baseball (MLB) team.

Following Michigan’s legalization of sports betting in 2019, the partnership stands as the first sports betting partnership for a professional sports team within Michigan and is also the first for any MLB franchise. The agreement between PointsBet and the Detroit Tigers will begin for the upcoming 2020 Tigers season.

As part of the multi-year deal, PointsBet will have television broadcast-visible branding at Comerica Park and will be featured on the Detroit Tigers Radio Network. PointsBet will also have a sponsored presence on the Tigers’ digital platforms and be regularly featured on The Word on Woodward, a twice-weekly live streaming show that airs on the club’s channel. PointsBet will also be integrated into The District Detroit app and the MLB Ballpark app.

The partnership is made possible by the recent agreement between PointsBet and Major League Baseball, designating PointsBet as an Authorized Gaming Operator of MLB, granting rights to use official MLB data along with MLB marks and logos within PointsBet products.

“We are thrilled to welcome PointsBet as a gaming partner of the Detroit Tigers,” said Chris Granger, Group President, Sports & Entertainment, Ilitch Holdings, Inc. *“Our great fans will enjoy the unique experiences and innovative offerings that PointsBet’s personalized platform provides. As we usher in legal and responsible sports betting, we look forward to the fan-friendly enhancements that it will make to the game-day experience in and around Comerica Park.”*

“The PointsBet team is excited to announce our ground breaking deal with the Detroit Tigers and Major League Baseball, becoming the first legal sports betting operator to partner with an MLB franchise,” noted Johnny Aitken, CEO of PointsBet USA. *“PointsBet operates in rare space within the industry by owning our technology environment from end to end, which allows us to be extremely nimble on product innovation and personalized offerings to complement our app’s market-leading speed. We are excited to inject a unique and robust betting proposition into the great state of Michigan.”*

- END -

POINTSBET

EVERY POINT MATTERS

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.

About The Detroit Tigers

The Detroit Tigers, Inc., a charter member of the American League in 1901, have won four World Series and 11 American League pennants. The Tigers play their home games at Comerica Park located within The District Detroit, one of the largest sports and entertainment developments in the country. For more information about the Tigers and the Ilitch Companies visit Tigers.com, DistrictDetroit.com and IlitchCompanies.com.

For further information please contact:

Company
Andrew Mellor
Group Chief Financial Officer
andrew.mellor@pointsbet.com

For media
Geoff Elliott
+61 488 051 888
gelliott@gracosway.com.au