

POINTSBET



PointsBet Becomes Proud Corporate Partner of Colorado Buffaloes

Landmark, first-of-its-kind deal will provide financial boost to CU Athletics' Leadership and Career Development Program

BOULDER -- Learfield IMG College, the media rights holder of University of Colorado Athletics, and PointsBet, a premier global gaming operator, announced Tuesday that they have signed a five-year corporate sponsorship agreement that makes PointsBet a proud partner of the Colorado Buffaloes.

The exclusive partnership is the first ever between a sports betting operator and a major NCAA Division-I Athletics Program.

The five-year deal provides a financial boost for CU Athletics during a time when athletic department budgets nationwide are stressed by the COVID-19 pandemic. The deal includes specific support for CU Athletics' Leadership and Career Development Program, which helps prepare student-athletes for success beyond their playing days.

PointsBet recently began construction of a new North American headquarters in downtown Denver. The company is committed to recruiting employees from the deep pool of tech talent located along the Front Range -- including CU Boulder tech grads.

PointsBet has been viewed as a market leader for its responsible gaming efforts, and the partnership with CU Athletics will emphasize and create awareness around responsible gaming and sports betting education.

"We're thrilled to have PointsBet as a partner and for the benefits this sponsorship will provide for our student-athletes for years to come," CU Athletic Director Rick George said. "We are impressed with their commitment to raising awareness around responsible gaming. And we're particularly excited whenever we can partner with sponsors who call Colorado home."

Buffalo Sports Properties (BSP) is the locally based Learfield IMG College team that manages all broadcast operations and corporate partnerships for CU as part of the overall multimedia rights relationship between the company and the athletic department.

BSP/Learfield's deal with PointsBet covers the entire gaming category, including free-to-play sports games, daily fantasy sports, casino, online casino, and retail and online sports betting. The deal will give PointsBet visibility at Folsom Field and the CU Events Center through

gameday promotions and advertising space, as well as placement on CU Buffs radio broadcasts and other media channels.

PointsBet prides itself on its proprietary, in-house technology platform that delivers the fastest and easiest sports betting experience in the United States. Though not yet available in the state of Colorado, PointsBet is expected to soon release its market-leading sports wagering app for sports bettors within the Centennial State.

“As a tech company at heart that is proud to call the state of Colorado home, we are thrilled to announce this partnership as part of our ongoing quest to become synonymous with Colorado sports betting,” noted Johnny Aitken, CEO of PointsBet USA. “Since announcing our plans for a new headquarters in Denver, we’ve consistently stated our desire to work closely with the state’s first-class university system and rich pool of tech talent. It is an honor to become a partner of the Colorado Buffaloes, where we look forward to bolstering general sports betting knowledge and responsible gaming awareness while recruiting some of the best and brightest minds to help install a foundation for prolonged success.”

Earlier this month, PointsBet announced a similar sponsorship deal with Kroenke Sports & Entertainment, making PointsBet 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 arena, Pepsi Center.

About PointsBet

Headquartered in Denver, Colorado, PointsBet is one of the fastest growing sportsbooks in the country and is rapidly expanding its U.S. footprint. Originally founded in Australia, PointsBet is a cutting-edge sportsbook operator that prides itself on having the quickest and most user-friendly app (iOS and Android) while also providing the best content and experience for sports bettors. PointsBet is the only U.S. online bookmaker to offer PointsBetting – a unique and innovative way to bet – and has also introduced a slew of well-received, bettor-first initiatives. PointsBet offers the most markets on all four major U.S. sports (NFL, NBA, MLB, NHL) and PointsBetting in the world. PointsBet announced the company's Initial Public Offering on the Australian Securities Exchange on June 12, 2019. For more information, visit www.PointsBet.com.

About CU Athletics

The University of Colorado, located at the foot of the Rocky Mountains in Boulder, began intercollegiate competition in the spring of 1890; 130 years later the school sponsors 17 varsity programs on the Division I NCAA level and in the Pac-12 Conference. The men compete in basketball, cross country, football, golf, skiing and track & field; the women in basketball, cross country, golf, lacrosse, skiing, soccer, tennis, track & field and volleyball. Known as the Buffaloes since 1934, the school has won 29 national championships (20 in skiing, five in men's cross country, three in women's cross country and one in football), 203 conference titles and has had 144 NCAA individual champions.