

PHILADELPHIA EAGLES

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FOR IMMEDIATE RELEASE

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PHILADELPHIA EAGLES INK MULTI-YEAR CASINO SPONSORSHIP DEAL WITH UNIBET



The Philadelphia Eagles and [Unibet](http://Unibet.com), a global award-winning online gambling operator, have announced a multi-year partnership that will make Unibet an Official Partner of the Philadelphia Eagles. The sponsorship agreement serves as the first casino partnership for the team.

As part of the deal, Unibet will receive a permanent branding presence on Lincoln Financial Field's newly constructed Northwest Suites located on the main concourse. Unibet signage will also be prominently displayed on the "Eagles Nest Tower," the stadium's digital billboard. The deal does not include any promotional rights for sports betting.

"Unibet's reputation as a global leader in the online gambling space has helped the company establish a strong, emerging footprint in the Philadelphia market," said Catherine Carlson, Senior Vice President of Revenue and Strategy, Philadelphia Eagles. "We are proud to align ourselves with a company that is fully dedicated to innovation, the customer experience, and responsible gaming."

In addition to branding at Lincoln Financial Field, Unibet will receive exposure across a number of digital and print assets including PhiladelphiaEagles.com, team publications, and social media channels.

"As we look to grow our footprint in the US, it only made sense to partner with one of the largest, most respected and loved teams in the NFL," said Arnas Janickas, Head of U.S. Marketing at Unibet.

“The Eagles unmatched fan engagement and relentless innovation in digital space definitely helped to make this partnership a reality.”

Unibet has partnered with Mohegan Sun Pocono to provide online gambling in the Commonwealth of Pennsylvania. Online gambling through Unibet’s website and apps will be available online in Pennsylvania in the coming weeks, while having been live in New Jersey since June. Online games can be accessed through nj.unibet.com and the App Store.

About the Philadelphia Eagles

The Philadelphia Eagles are a National Football League franchise representing the NFC East Division. Established on July 8, 1933, the club was originally purchased by a group led by Bert Bell who moved the Frankford Yellow Jackets to Philadelphia and renamed them the Eagles. Now owned by Chairman and CEO Jeffrey Lurie, the Eagles are regarded as one of the league’s storied franchises, having appeared in three Super Bowls, winning three NFL Championships, capturing the Lombardi Trophy at Super Bowl LII and featuring 15 Pro Football Hall of Famers. Since 2003, Lincoln Financial Field has been home to the Eagles, a state-of-the-art venue in South Philadelphia that serves as a prime destination for world-class entertainment. Spearheaded by Lurie, the Eagles Autism Challenge is the club’s signature fundraising event that annually raises millions of dollars for innovative autism research and programs. For more information, visit www.PhiladelphiaEagles.com.

About Unibet

Unibet is one of the world’s leading online gaming brands that has operated successfully for 22 years offering online casino games, poker, and bingo in 20 different languages throughout the UK, Europe, Australia and now the U.S. Unibet’s product is currently available online (via website and app) in New Jersey, with the brand owning gambling licenses in the state and also Pennsylvania, with more states to follow. In 2018, Unibet entered the U.S. market establishing headquarters in New York City and launched in New Jersey in June 2019 with its online destination – nj.unibet.com. Given its successful partnerships to date, Unibet plans for further U.S. expansion in the near future. Unibet is part of the Kindred Group, one of the largest online gambling companies serving more than 25 million customers worldwide. Fans can follow Unibet on Facebook, Instagram and Twitter at @UnibetUS.

About Kindred Group

Kindred Group, one of the world’s leading and largest online gambling operators across Europe, Australia and the United States, has more than 25 million customers worldwide with access to its 11 brands – one being Unibet – having earned more than \$1 billion in online revenues in 2018. Founded in the 1990s, the company provides its members a great form of entertainment in a safe, fair and sustainable environment underscored by its commitment to sports integrity as a founding member of the International Betting Integrity Association (formerly known as ESSA). Kindred Group employs approximately 1,500 people, is listed on Nasdaq Stockholm Large Cap, and is also a founding member of the European Gaming and Betting Association (EGBA). The company is audited and certified by eCOGRA for compliance with the 2014 EU Recommendation on Consumer Protection and Responsible Gambling (2014/478/EU).

