



NEWS RELEASE

DraftKings Enhances Responsible Engagement Efforts With New Customer Initiatives, Tools and Education

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New efforts include a digital advertising campaign featuring Kevin Hart and Nick Jonas, a PGA TOUR sweepstakes, the launch of Gamalyze American Football, and custom cool-off options at the start of football Season.

BOSTON--(BUSINESS WIRE)-- DraftKings Inc. today announced a series of new initiatives designed to promote responsible engagement and increase awareness and use of the tools and resources to help customers make informed decisions and engage responsibly. The efforts include a new digital advertising campaign featuring Kevin Hart and Nick Jonas that promotes responsible engagement, a PGA TOUR sweepstakes that promotes customer engagement with responsible engagement features, the launch of Gamalyze American Football in collaboration with Mindway AI, and new custom cool-off options that give customers enhanced flexibility when choosing a cool-off period.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20260914279142/en/>

The initiatives build on DraftKings' commitment to making responsible engagement an integral part of the customer experience and providing players with accessible tools and resources that help them make informed choices about their gaming experience.

"At DraftKings, responsible engagement is embedded in how we operate and is essential to building trust with our customers and our long-term sustainability," said Lori Kalani, Chief Responsible Gaming Officer at DraftKings. "We've continued to invest in tools and resources that give customers enhanced access to information about their play and more choices for managing how they engage. From My Budget Builder and My Stat Sheet to player-set limits and new custom cool-offs, we're continuing to evolve our approach while promoting awareness and use of the tools and resources available to help customers play responsibly."

Kevin Hart and Nick Jonas Promote Responsible Engagement in New Digital Campaign

DraftKings is launching a new digital advertising campaign featuring Kevin Hart and Nick Jonas that continues the pair's road trip and promotes responsible engagement and awareness of the tools and resources available to help customers make informed choices about their gaming experience and engage responsibly. The campaign was initially launched on Sep. 10th and will reach customers through digital channels, bringing responsible engagement messaging to fans in an engaging way.

PGA TOUR Sweepstakes Promotes Awareness and Use of Responsible Engagement Tools and Resources

Building on those awareness efforts, DraftKings is launching a PGA TOUR sweepstakes that gives eligible customers the opportunity to win an all-expenses-paid trip to the WM Phoenix Open by engaging with responsible engagement features such as My Budget Builder and My Stat Sheet within My Budget and Controls. Running from September 16 through September 29, the sweepstakes provides an engaging opportunity for customers to learn about and use responsible engagement tools and resources that can help them have a fun source of entertainment with a brand they can trust.

Bringing Responsible Engagement Education to Football Fans With Gamalyze American Football

DraftKings is expanding its work with Mindway AI through Gamalyze American Football, a gamified responsible engagement experience for American football fans. The launch builds on DraftKings' integration of Gamalyze Casino into My Budget and Controls in January 2026 and the introduction of the soccer-themed Gamalyze Football during the 2026 FIFA World Cup. Gamalyze American Football will be featured through digital and in-person activations to promote awareness of responsible engagement. The experience will be showcased throughout September at the DraftKings Sports Bar at Wrigley Field, Gillette Stadium for the New England Patriots' home opener, and Arrowhead Stadium for the Kansas City Chiefs' home opener.

Expanding Customer Choice With Custom Cool-Offs

Building on those tools and resources, DraftKings is adding custom cool-offs, giving customers greater flexibility to choose a cool-off period that works for them. Customers can select a custom cool-off period of any length between three and 364 days. Custom cool-offs are the latest addition to DraftKings' evolving suite of budget and controls tools and resources. DraftKings has continued to develop features to help customers have a fun source of entertainment with a brand they can trust.

For more information about DraftKings' responsible engagement budget and controls tools and resources, visit rg.draftkings.com.

About DraftKings

DraftKings Inc. is a digital sports and gaming company created to be the Ultimate Host and fuel the competitive spirit of sports fans with platforms that range across daily fantasy, regulated gaming, prediction markets and digital media. Headquartered in Boston and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings' mission is to make life more exciting by responsibly creating the world's favorite real-money games, betting experiences and event contracts trading. DraftKings Sportsbook is live with mobile and/or retail sports betting operations pursuant to regulations in 30 states, Washington, D.C., Puerto Rico, and Alberta and Ontario, Canada. The Company operates iGaming pursuant to regulations in five states and in Alberta and Ontario, Canada under its DraftKings brand and pursuant to regulations in four states and in Alberta and Ontario, Canada, under its Golden Nugget Online Gaming brand. DraftKings also owns Jackpocket, the leading digital lottery courier app in the United States. DraftKings' daily fantasy sports platform is available in 44 states, Washington, D.C., and certain Canadian provinces. DraftKings' wholly-owned subsidiary GUS III LLC (d/b/a DraftKings Predictions) also operates DraftKings Predictions, offering federally regulated event contracts under CFTC oversight. DraftKings is both an official sports betting and daily fantasy partner of the NHL, PGA TOUR and WNBA, as well as an official daily fantasy partner of NASCAR, an official sports betting partner of the NBA and an authorized gaming operator of MLB. In addition, DraftKings owns and operates DraftKings Network, a multi-platform content ecosystem. DraftKings is committed to delivering responsible engagement tools and resources, while focusing on integrity and customer education.

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