

# Press release

3 October 2023

## Catena Media launches online sports betting affiliation in Kentucky

Catena Media, the leading sports betting affiliate, recorded a positive start to player signups in Kentucky in conjunction with the state's launch of legal online sports betting on September 28.

The market opening, which coincided with a busy early-season NFL sports calendar, generated firm player engagement after extensive pre-launch marketing campaigns and targeted offers from Kentucky's licensed operators.

Driving the launch were Catena Media's national brands such as LegalSportsReport.com, GamingToday.com, TheLines.com and Lineups.com. The group's media partnership with The Sporting News also helped deliver an inflow of player registrations.

"We're pleased to see a successful start to legal sports betting in Kentucky," said Ryan Harper, Catena Media's Vice President for North America. "Player registrations on our sites matched our expectations, and we anticipate continued progress as more people discover the benefits of safe, regulated online sports betting."

A relatively small state with an adult population of 3.5 million, Kentucky expands the company's operations to more than 27 US states and Canadian provinces.

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### About Catena Media

Catena Media is a global leader in generating high-value leads for operators of online casino and sports betting platforms. The group's large portfolio of web-based affiliation brands guides users to customer websites and enriches the experience of players worldwide. Headquartered in Malta, the group employs over 350 people worldwide. The share (CTM) is listed on Nasdaq Stockholm Mid Cap. For further information see [catenamedia.com](http://catenamedia.com).