

Press release

11 January 2024

Catena Media launches online sports betting affiliation in Vermont

Catena Media, one of North America's largest sports betting affiliates, today launches online sports betting affiliation in Vermont as the north-eastern state opens for licensed sports wagering.

Vermont's Department of Liquor and Lottery selected two operators – DraftKings and FanDuel – to go live on 11 January. Catena Media has agreements with both providers.

All Catena Media's national brands are carrying strong Vermont content to coincide with the launch. Complementing this coverage is content published by the group's media partners, which include NJ.com and TheSportingNews.com.

Vermont, a small state with an adult population of 0.5 million, is the last of the New England states to allow online sports betting and is the first new market to open in North America in 2024. The next slated state is North Carolina, which is expected to launch legal sports betting in the coming months.

Ryan Harper, Catena Media's Vice President for North America, said: "Initial interest from both the industry and sports bettors in Vermont is strong. Vermonters have enjoyed online daily fantasy sports products and horse-race wagering so are no strangers to the online market."

Vermont expands Catena Media's operational footprint in North America to more than 28 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.