

# Press release

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## Catena Media readies for online sports betting launch in North Carolina

Catena Media is well positioned to record a solid launch of online sports betting affiliation in North Carolina when the state opens for licensed sports wagering later today.

The group's national brands, led by LegalSportsreport.com, are attracting North Carolina bettors with dedicated content, as is Catena Media's state-focused NCSharp.com website. Alongside Catena Media's own brands, the group has also published content in collaboration with media partners including Advance Local, owner of NJ.com and other news websites.

In the countdown to launch day, Catena Media held several top rankings for key organic search terms used by potential bettors to find relevant sports-betting-related content and offers.

Prior to the official go-live, the group has deals in place with five major operators offering sports betting platform access to North Carolinians. The customer agreements in North Carolina consist of a mix of revenue share and cost-per-acquisition (CPA) agreements.

North Carolina, with an adult population of 8.5 million, allows anyone aged 21 and over to place sports bets online.

Ryan Harper, Catena Media Vice President North America, said: "We have had a solid run-up to the launch date and are pleased with our efforts so far. We also expect the March Madness NCAA college basketball tournament later this month to be a big driver of new depositing customers in North Carolina."

North Carolina expands Catena Media's operational footprint in North America to 29 state and regional markets.

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### About Catena Media

Catena Media is a leader in generating high-value leads for operators of online casino and sports betting platforms. The group's large portfolio of brands guides users to customer websites and enriches the experience of players worldwide. Headquartered in Malta, the group employs over 250 people globally. The share (CTM) is listed on Nasdaq Stockholm Mid Cap. For further information see [catenamedia.com](https://catenamedia.com).