



FOR IMMEDIATE RELEASE

GLOBAL DAILY FANTASY SPORTS ANNOUNCES BETALAND AND ENJOYBET TO ITS ITALIAN DFS NETWORK

TORONTO – JULY 17, 2018 – Global Daily Fantasy Sports Inc. ("Global" or the "Company") (TSX-V: DFS), a B2B Daily Fantasy Sports software provider, is pleased to announce its continued expansion in the Italian regulated gaming market following the addition of two new brands, Betaland and Enjoybet which are owned and operated by OIA Services Limited. Both brands have agreed to join the DFS network for the upcoming European football season, which kicks off on the 18th of August. As part of the network of Microgame S.p.A. ("Microgame"), the leading Italian B2B service provider, who became a customer of Global in February 2018, they will join the Italian network powered by Global.

OIA Services Limited is an Italian licensed concessionaire that operates under the Betaland.it and Enjoybet.it brands, in sports betting and gambling in Italy. OIA Services has an extensive knowledge of the gaming market and offers an exciting and innovative gaming environment, with a complete and highly competitive product offering. Formed in 2010 the Betaland brand has quickly established itself as one of the top 10 operators in the Italian online sports betting market representing approximately six (6%) percent market share in the largest gambling market in Europe.

Microgame (see June 18, 2018, news release) serves over 30 concessionaires with digital content of which, including OIA Services Ltd, 12 have signed up so far to gain access into the Global-powered DFS network in Italy for the upcoming Football season. These signups are a testament to Microgame's reach in the Italian gaming market and the increasing level of interest in Global's DFS product and network. With the addition of these two brands, the Italian facing DFS network now has exposure to 20% of the Italian facing online sports betting market which last year generated 550M euro in revenue.

Darcy Krogh CEO of Global Daily Fantasy Sports Inc. comments, "we are delighted to welcome the OIA brands to our DFS network through Microgame. Adding an established top tier market player to our network is great for all the participants and assists in driving further interest in our product."

Michele Sprovieri, OIA's Managing Director said, "we are confident we have made the right choice for a DFS product. The Global product is very innovative and we are sure it will be very successful with the Betaland customers".

Per: "Darcy Krogh",

Darcy Krogh, President and CEO

About Global Daily Fantasy Sports Inc.

Global Daily Fantasy Sports Inc. (TSX-V: DFS), with its subsidiaries, is a licensed and regulated provider of fantasy sports software with offices in Malta, Toronto and Vancouver. Its platform is a multi-tenant gateway that allows operators to offer their customers a world class Daily Fantasy Sports software solution. The platform allows for seamless integration at the operator level without having to share or compromise any sensitive customer data. Joining the Company's network allows operators to capitalize on a mature infrastructure, with shared liquidity, that was built specifically for regulated market environments. As a true B2B global network, the Company is a SaaS product that offers a turn-key solution for sportsbook operators, land-based operators, media groups, and big database companies to participate in the daily fantasy sports industry.



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We Sell Fantasy



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