



Kings Entertainment Launches Global Lottery Results App

The Android-based application will target lottery enthusiasts in Latin American markets

VANCOUVER, BC, Jan. 31, 2022 /CNW/ - [Kings Entertainment Group Inc.](#) ("**Kings Entertainment**" or the "**Company**"), parent company of global online gaming innovators [LottoKings](#) and [WinTrillions](#), is pleased to announce the launch of LottoHub, an Android-based global lottery results app that provides instant lottery results to avid lottery players around the world.

The LottoHub app has been approved by the Google Play Store and is now free to download. Easy-to-use and offering results from popular lotteries globally, the app allows users to choose up to 10 favourite lotteries for instant viewing. Users can also opt into notifications and create alerts based on personal preferences.

"We've created a product that will target enthusiastic lottery customers globally, and particularly those in Latin American countries, a key market for our lottery offerings," noted Steve Budin, CEO of Kings Entertainment. "Android is the predominant platform for mobile devices across the region and our goal was to create a must-have app for lottery aficionados in this market."

"This app will identify players with strong potential for our other lottery products, and will contribute to our growth strategy," added Mr. Budin. "We're essentially 'bringing the haystack to the needle' - and creating a huge advantage in qualifying potential customers."

Through LottoHub, Kings Entertainment will build a significant audience of targeted end users, while also cross-promoting its popular lottery brands, [LottoKings](#) and [WinTrillions](#). The global lottery market was valued at US \$336 billion in 2019 and it is expected to grow at a CAGR of 4 per cent, reaching US \$434 billion by the end of 2026.¹

¹ <https://www.marketresearch.com/QYResearch-Group-v3531/Global-Lottery-Size-Status-Forecast-13203990/>

About Kings Entertainment


Established in 2005, [Kings Entertainment](#) (CSE:JKPT) is the parent company of global lottery brands LottoKings and WinTrillions. As international online service providers for lottery, casino, and sportsbook gambling, these brands leverage their ability to acquire pre-qualified players through renowned lottery offerings, then engage players in a range of casino and sportsbook offerings. LottoKings and WinTrillions have attracted and retained millions of player sign-ups since their inceptions.

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This news release contains certain statements that may constitute forward-looking information under applicable securities laws. All statements, other than those of historical fact, which address activities, events, outcomes, results, developments, performance or achievements that the Company anticipates or expects may or will occur in the future (in whole or in part) should be considered forward-looking information. Such information may involve, but is not limited to, statements with respect to: launch of the LottoHub app and the timing of same; the anticipated market for the Lottohub app; the global lottery market and expected growth thereof; and the Company's intention to build a significant audience of targeted end users for Lottohub while cross-promoting its other brands. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or variations (including negative variations) of such words and phrases, or statements formed in the future tense or indicating that certain actions, events or results "may", "could", "would", "might" or "will" (or other variations of the forgoing) be taken, occur, be achieved, or come to pass. Forward-looking information is based on currently available competitive, financial and economic data and operating plans, strategies or beliefs as of the date of this news release, but involve known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors may be


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