



# Kings Entertainment Shares February Operational Highlights

*Increased casino revenue and accelerating customer registrations reinforce strategic plan*

VANCOUVER, BC, March 2, 2022 /CNW/ - [Kings Entertainment Group Inc.](#) ("**Kings Entertainment**" or the "**Company**"), an international online service provider for lottery, casino, and sportsbook gambling and parent company of global online gaming innovators [LottoKings](#) and [WinTrillions](#), is pleased to share highlights from its operations in February 2022, including new registrations, growth in depositing customers and continued casino growth.

The Company leveraged its recent capital raise to launch new marketing campaigns in February aimed at accelerating customer registrations and depositors. The campaigns were extremely successful, boosting registrations by 136 percent over January, despite the three day shorter month, with 15,449 customer sign-ups achieved in February. One of Kings Entertainment's flagship brands, LottoKings, achieved a 30 percent increase in revenue in February over the previous month.

The Company was also successful in its goal of increasing casino revenue in February, with the live casino vertical increasing active players by 12 percent. Revenue for casino operations jumped by 36 percent in February to \$118,491, as compared to the first 28 days of January.

"The success of these marketing campaigns will be instrumental to our revenue strategy this fiscal year," said Steve Budin, CEO of Kings Entertainment. "While the lack of significant jackpots in February dampened overall demand for lottery, the increase in both active casino players and casino revenue is a very positive signal that our strategy of transitioning our strong lottery base to the casino vertical is working."

"As we continue to sign up customers in increasing numbers and grow our number of active casino players, these customers will form a strong foundation for long term revenue growth," concluded Mr. Budin.


## About Kings Entertainment

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 high-potential 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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