



# Kings Entertainment to Launch WinTrillions Lottery and iGaming Platform on Balesia Network in Mexico

*The Company's flagship global lottery and iGaming products will now be accessed by Balesia's six million users in Mexico, with Latin American expansion throughout 2022*

VANCOUVER, BC, March 15, 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 announce that it has signed an agreement to form a marketing partnership with Balesia, one of Latin America's largest telecommunications tower real estate owners.

Boasting more than six million mobile phone users across Mexico alone, Balesia is now offering these customers access to unparalleled gaming excitement via the WinTrillions global lottery and iGaming platform, with Balesia's customers in other Latin American countries following closely behind.

"Cell phones are increasingly the dominant platform for entertainment and iGaming," noted Steve Budin, Kings Entertainment. "We were seeking a marketing partner that could provide instant access to a significant base of users within our most profitable market. Balesia fits the bill perfectly."

"In a world where telecommunications technology and entertainment are merging and morphing into one experience, we see WinTrillions as the ideal platform to offer our users a complete gaming experience that is safe, fair, affordable, and fun," added George Alvarez, CEO of Balesia. "Our user bases are very complementary, and we see significant potential to expand this even further."

Kings Entertainment expects to launch the WinTrillions lottery and iGaming options on the Balesia network across Mexico in early April 2022, with plans to ramp up quickly and expand across Latin American by the end of the year.

## About Kings Entertainment

Established in 2005, Kings Entertainment ([CSE:JKPT](#)) is an international online service provider for lottery, casino, and sportsbook gambling and parent company of global online gaming innovators [LottoKings](#) and [WinTrillions](#). 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 inception.

*The Canadian Securities Exchange has neither approved nor disapproved the contents of this press release.*

## Cautionary Statement Regarding Forward-Looking Information

*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: listing of the Company's shares on the CSE; the Company's business and business plans; the Company's strategy and current focus on developing brands in the global online gaming market; the anticipated effect of the Company's listing; global market opportunities in the online gaming space, including in respect of anticipated growth, progress of legalization in various jurisdictions and growth in Latin America; and the expected use of the Escrowed Proceeds. 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 foregoing) 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 based on information currently available to the Company, including information obtained from third-party industry analysts and other third-party sources, and are based on management's current expectations or beliefs regarding future growth, results of operations, future capital (including the amount, nature and sources of funding thereof) and expenditures. Any and all forward-looking information contained in this press release is expressly qualified by this cautionary statement. Trading in the securities of the Company should be considered highly speculative.*

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