



Kings Entertainment's Subsidiary, Bright AI, Forms Strategic Partnership with Amazon Web Services (AWS) in Mexico

- AWS is the world's most comprehensive and broadly adopted cloud
- Collaborating with AWS in Mexico is part of Bright's expansion into LATAM market
- Bright delivers risk assessment and marketing solutions for the financial sector

VANCOUVER, BC, Sept. 12, 2023 /CNW/ - Bright AI, a leading provider of Artificial Intelligence (AI) Big Data analytics solutions and wholly owned subsidiary of [Kings Entertainment Group Inc.](#) (CSE: JKPT) (OTCPK: KENGF) (FSE: L12) ("Kings Entertainment" or the "Company"), has formed a strategic partnership with Amazon Web Services (AWS) in Mexico. The collaboration marks a significant milestone for Bright as it extends its international reach and harnesses the power of AWS cloud services to equip financial institutions in Mexico to make informed data-driven decisions, mitigate risks, and optimize their marketing strategies. AWS is the world's most comprehensive and broadly adopted cloud with over 200 fully featured services and global data centers used by millions of customers to lower costs, increase agility, and innovate faster.

"Collaborating with Amazon in Mexico is a significant strategic accomplishment that is part of Bright's expansion into Mexico and part of our larger, established expansion into the LATAM market," said Maciej Jarzab, Founder and CEO of Bright. "This partnership enables us to leverage Amazon's cutting-edge cloud services and robust infrastructure to deliver even more innovative solutions to our clients within the financial sector. We are also excited to contribute to the expansion of Amazon Web Services in Mexico while playing a pivotal role in advancing the country's financial technology landscape."

Bright AI is renowned for its expertise in delivering advanced risk assessment and marketing solutions tailored to the financial sector. By leveraging state-of-the-art technologies, artificial intelligence and machine learning, Bright consistently drives innovation and empowers financial institutions worldwide to address complex challenges, enhance operational efficiency, and maintain a competitive edge.

The partnership with AWS further strengthens Bright's market inroads and commitment to delivering advanced and secure services to its clients in Mexico. By joining forces with Amazon, Bright gains access to an extensive suite of proven and trusted cloud services, enabling the enhancement of Bright's existing portfolio of services and the development of tailored solutions for the unique needs of the Mexican financial sector.

The partnership also offers mutual benefits. While Bright will gain further streamlined operations, improved scalability, and heightened data security measures that will ensure the highest level of service for its clients, we will also work closely with Amazon as a trusted collaborator to identify growth opportunities and explore new markets in Mexico's financial technology ecosystem.

Maciej Jarzab added, "Through this cooperation, we reaffirm our commitment to providing cutting-edge solutions and driving digital transformation within Mexico, LATAM and the Fintech industry as a whole."

On Behalf of the Board of Directors,

Kings Entertainment Group Inc.

"Maciej Jarzab"
CEO of Bright AI

About Bright AI

Bright AI is a pioneering AI solutions company specializing in harnessing online behavioral data for predictive analysis in areas such as consumer risk assessment, customer success, marketing, and sales optimization. By leveraging cutting-edge artificial intelligence technology, Bright empowers businesses and financial institutions to make informed decisions that drive growth and efficiency. They offer two cutting-edge AI solutions tailored to address specific business needs: AI Risk and AI Marketing. To learn more, visit [bright.tech](#).

About Kings Entertainment

Established in 2005, Kings Entertainment (CSE:JKPT) is a global online service provider for lottery, casino, and sportsbook gambling. With a diverse portfolio of assets, the company has expanded its offerings through strategic acquisitions, including the recent addition of Bright AI, a leading provider of Artificial Intelligence (AI) Big Data analytics solutions. By integrating Bright AI's cutting-edge solutions, Kings Entertainment aims to further enhance its services and customer experiences. Kings Entertainment's renowned brands, LottoKings and WinTrillions, have successfully attracted and retained millions of player sign-ups since their inception. Leveraging the acquired Bright AI technology, Kings Entertainment is now poised to optimize player engagement and elevate its lottery, casino, and sportsbook offerings on a global scale.

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Forward-Looking Information

This news release includes certain statements that may be deemed "forward-looking statements". The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "would", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this News Release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on [www.sedar.com](#).

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For further information: please contact: Steve Budin, CEO, Info@kingsentertainment.games. For Canadian media enquiries or interviews, please contact: Christy Kaiser, Thirty Dash Communications, Christy@thirtydash.ca.

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