

DraftKings and NASCAR Announce Written Designation Agreement for Sports Betting in North Carolina and Expansion of Sponsorship

Boston – (January 5, 2024) – Today, DraftKings (Nasdaq: DKNG) and National Association for Stock Car Auto Racing, LLC (“NASCAR”), announced that they have agreed to terms on a written designation agreement, paving the way for the digital sports entertainment and gaming company to operate in the state of North Carolina, pending licensure and regulatory approvals.

“DraftKings and NASCAR have collaborated closely with each other over the years, sharing a likeminded commitment to enhancing the fan experience,” said Matt Kalish, President, DraftKings North America. “We look forward to the next chapter in our journey together and offering our leading mobile sportsbook to fans in the state of North Carolina.”

DraftKings also has been named the exclusive daily fantasy sports partner of NASCAR in the United States and Canada, becomes an Authorized Gaming Operator of NASCAR, and will receive additional sponsorship benefits within the NASCAR ecosystem nationally.

“DraftKings has a proven track record of enhancing the fan experience across sports,” said Joe Solosky, NASCAR managing director, sports betting, “We are thrilled to continue working with DraftKings to deliver NASCAR fans more engagement opportunities and bring its leading mobile sportsbook to North Carolina.”

Once live, North Carolina would mark the 27th state in which DraftKings Sportsbook operates, following the company’s announced plans to enter [Vermont](#) on January 11. DraftKings is committed to creating inclusive and responsible pathways for people to build, create, imagine, and innovate through the [DraftKings S.E.R.V.E.S.](#) program. [Responsible gaming](#) is a key pillar of the S.E.R.V.E.S. program and DraftKings’ collective mission is to protect the vulnerable with groundbreaking technology, training, resources and the support of evidence-based research. More information about DraftKings is available at www.draftkings.com and fans can download the DraftKings mobile apps via [iOS and Android](#).



About DraftKings

DraftKings Inc. is a digital sports entertainment and gaming company created to be the Ultimate Host and fuel the competitive spirit of sports fans with products that range across daily fantasy, regulated gaming and digital media. Headquartered in Boston and launched in

2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings' mission is to make life more exciting by responsibly creating the world's favorite real-money games and betting experiences. DraftKings Sportsbook is live with mobile and/or retail sports betting operations pursuant to regulations in 25 states and in Ontario, Canada. The Company operates iGaming pursuant to regulations in five states and in Ontario, Canada under its DraftKings brand and pursuant to regulations in three states under its Golden Nugget Online Gaming brand. DraftKings' daily fantasy sports product is available in 44 states, certain Canadian provinces, and the United Kingdom. DraftKings is both an official daily fantasy and sports betting partner of the NFL, NHL, PGA TOUR, and UFC, as well as an official daily fantasy partner of NASCAR, an official sports betting partner of the NBA and an authorized gaming operator of MLB. In addition, DraftKings owns and operates both DraftKings Network and Vegas Sports Information Network (VSiN), to provide a multi-platform content ecosystem with original programming. DraftKings is committed to being a responsible steward of this new era in real money gaming with a Company-wide focus on responsible gaming and corporate social responsibility.

About NASCAR

The National Association for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 16 of the nation's major motorsports entertainment facilities. NASCAR sanctions races in three national series (NASCAR Cup Series™, NASCAR Xfinity Series™, and NASCAR CRAFTSMAN Truck Series™), four international series (NASCAR Brasil Sprint Race, NASCAR Mexico Series, NASCAR Canada Series, NASCAR Whelen Euro Series), four regional series (ARCA Menards Series, ARCA Menards Series East & West and the NASCAR Whelen Modified Tour) and a local grassroots series (NASCAR Advance Auto Parts Weekly Series). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics, and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in eight cities across North America, NASCAR sanctions more than 1,200 races annually in 12 countries and more than 30 U.S. states.

For more information visit www.NASCAR.com and www.IMSA.com, and follow NASCAR on Facebook, X, Instagram, and Snapchat ('NASCAR').

Forward-Looking Statements

Certain statements made in this press release are "forward looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. When used in this press release, the words "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "would," "should," "future," "propose" and variations of these words or similar

expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside DraftKings' control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. For a discussion of additional risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see DraftKings' filings with the U.S. Securities and Exchange Commission. DraftKings does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.