



SEGG Media Highlighted with \$20 Price Target in Noble Capital Markets Research Report

September 15, 2025

Independent Analysis Underscores \$100 Million+ Valuation of Core Assets, Reinforcing Shareholder Value Growth Story

FORT WORTH, Texas, Sept. 15, 2025 (GLOBE NEWSWIRE) -- SEGG Media Corporation (NASDAQ: SEGG, LTRYW) (the "Company" or "SEGG Media"), a sports, entertainment, and gaming conglomerate, today announced that Noble Capital Markets has initiated coverage of the company with an Outperform rating and a \$20 price target valuing the Company at more than 4x its current market capitalization.

The report cites SEGG Media's globally recognized brand portfolio of Sports.com, Lottery.com, Concerts.com, and TicketStub.com and the Boca Raton Sports Complex as cornerstone assets as the foundation of a valuation exceeding \$100 million.

The report, now live and subject to ongoing updates, points to the Company's transformational acquisitions and investments including Veloce Media, Quadrant, Nook, Sports.com Studios, and cutting-edge technology platforms such as Spektrum, as catalysts for accelerated valuation growth in the second half of 2025 and beyond.

Chairman and President Matthew McGahan commented:

"Independent analysis now confirms what we've been building: SEGG Media is dramatically undervalued relative to its assets and growth pipeline. With Sports.com, Lottery.com, and Concerts.com, we've created a solid three-pillar foundation, and as acquisitions close, we see significant upside in shareholder value."

The full Noble Capital Markets research report is available at [ChannelChek](#).

About SEGG Media Corporation

SEGG Media (Nasdaq: SEGG, LTRYW) is a global sports, entertainment and gaming group operating a portfolio of digital assets including Sports.com, Concerts.com and Lottery.com. Focused on immersive fan engagement, ethical gaming and AI-driven live experiences, SEGG Media is redefining how global audiences interact with the content they love.

Forward-Looking Statements

This press release contains statements that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements, other than statements of present or historical fact included in this press release, regarding the Company's strategy, future operations, prospects, plans and objectives of management, are forward-looking statements. When used in this Form 8-K, the words "could," "should," "will," "may," "believe," "anticipate," "intend," "estimate," "expect," "project," "initiatives," "continue," the negative of such terms and other similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such identifying words. These forward-looking statements are based on management's current expectations and assumptions about future events and are based on currently available information as to the outcome and timing of future events. The forward-looking statements speak only as of the date of this press release or as of the date they are made. The Company cautions you that these forward-looking statements are subject to numerous risks and uncertainties, most of which are difficult to predict and many of which are beyond the control of the Company. In addition, the Company cautions you that the forward-looking statements contained in this press release are subject to risks and uncertainties, including but not limited to: the Company's ability to secure additional capital resources; the Company's ability to continue as a going concern; the Company's ability to complete acquisitions; the Company's ability to remain in compliance with Nasdaq Listing Rules; and those additional risks and uncertainties discussed under the heading "Risk Factors" in the Form 10-K/A filed by the Company with the SEC on April 22, 2025, and the other documents filed, or to be filed, by the Company with the SEC. Additional information concerning these and other factors that may impact the operations and projections discussed herein can be found in the reports that the Company has filed and will file from time to time with the SEC. These SEC filings are available publicly on the SEC's website at www.sec.gov. Should one or more of the risks or uncertainties described in this press release materialize or should underlying assumptions prove incorrect, actual results and plans could differ materially from those expressed in any forward-looking statements. Except as otherwise required by applicable law, the Company disclaims any duty to update any forward-looking statements, all of which are expressly qualified by the statements in this section, to reflect events or circumstances after the date of this press release.

This press release was published by a CLEAR® Verified individual.

For additional information, visit www.seggmediacorp.com or contact media relations at media@seggmediacorp.com.