



Sports.com Surpasses 10 Million Views as Super League Kerala Captivates Global Audiences

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KERALA, India, Oct. 21, 2025 (GLOBE NEWSWIRE) -- SEGG Media Corporation (NASDAQ: SEGG, LTRYW)(the "Company" or "SEGG Media"), the global sports, entertainment, and gaming group announces that viewership of Super League Kerala ("SLK") related content has smashed through the 10 million views milestone across live broadcasts and digital distribution channels following the third weekend of matches. This is a testament to the growing popularity of both SLK and the rising influence of the Sports.com brand across global sports media.

The latest figures confirm Sports.com's accelerating audience momentum, driven by dynamic storytelling, live streaming innovation, and fan engagement strategies that connect new audiences to emerging markets.

Marc Bircham, SEGG Board Member and Director of Sports.com, said, *"The Super League Kerala is redefining what's possible when elite sport meets next-generation digital innovation. The passion of the fans, the quality on the pitch, and the global reach we're achieving through Sports.com prove how scalable and powerful this model is for emerging leagues."*

Mathew Joseph, Director and CEO of Super League Kerala, added, *"Crossing 10 million views is a landmark moment for everyone — the clubs, the players, and the fans. Our partnership with Sports.com is transforming Kerala's football scene and giving it an international stage."*

Building on this success, Sports.com will launch the new Sports.com app next week, empowering fans to stream live football, access premium behind-the-scenes content, and interact directly with their favorite teams and athletes – all within one seamless digital experience. The app launch represents a major leap forward in SEGG Media's mission to redefine global sports entertainment through innovation, accessibility, and fan-first engagement.

As content viewership continues to surge, Sports.com is cementing its position as a go-to destination for premium live sports and original content from around the world. The platform's growth underscores SEGG Media's mission to connect fans globally through sport, technology, and entertainment – fueling its strategy to build one of the most dynamic sports ecosystems in digital media.

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.

Important Notice Regarding 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, any future findings from ongoing review of the Company's internal accounting controls, additional examination of the preliminary conclusions of such review, the Company's ability to secure additional capital resources, the Company's ability to continue as a going concern, the Company's ability to respond in a timely and satisfactory matter to the inquiries by Nasdaq, the Company's ability to regain compliance with the Bid Price Requirement, the Company's ability to regain compliance with Nasdaq Listing Rules, the Company's ability to become current with its SEC reports, 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.

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