



## **SEGG Media Exceeds 100 Million Views Across All Platforms as Global Sports & Entertainment Expansion Accelerates**

November 25, 2025

FORT WORTH, Texas, Nov. 25, 2025 (GLOBE NEWSWIRE) -- SEGG Media Corporation (Nasdaq: SEGG, LTRYW) ("SEGG Media" or the "Company") today announces it has now surpassed 102 million views across all platforms, marking one of the most significant audience milestones in the Company's history and underscoring the explosive momentum behind its rebuilt media ecosystem, creator network, and rapidly expanding global footprint.

This growth has been driven by surging interest in Racing Women, the Kerala Super League, and the Company's accelerating global social-media presence—now rising week-on-week at record pace.

### **Other Company Updates**

#### **Ant Middleton SAS Trilogy (2026) Generates Worldwide Media Coverage as SEGG Media Moves Toward 51% Acquisition**

International adventurer, broadcaster, and global personality Ant Middleton has seen major global media pickup following the announcement of his new SAS Trilogy releasing in 2026, with outlets across the UK, Middle East, Europe, and Australasia reporting enthusiastically.

SEGG Media previously announced its proposed 51% acquisition of Ant Media and Productions media company. This acquisition forms a foundational pillar of the premium content slate for Sports.com Studios across 2025–2026.

#### **Momentum Continues: Racing Women, Kerala League & Social Growth Fuel Global Expansion**

Across the Company's channels, content from Racing Women and the Kerala Super League has driven exceptional international traction, contributing significantly to the 102 million total views. SEGG Media is a sponsor for both organizations. The Company noted that its short-form ecosystem is now scaling at its fastest rate since the relaunch, with demographic spread widening across India, MENA, Europe, and North America.

#### **Sports.com Studios & Creator Ecosystem Continue to Scale**

Building on this audience momentum, SEGG Media's newly launched Sports.com Studios is accelerating the creation of premium sports storytelling, athlete-driven formats, and multi-format digital programming.

Sports.com Studios will produce:

- Premium long-form series
- Challenge-based entertainment
- High-impact short-form formats
- Athlete- and ambassador-led shows
- Live specials
- Behind-the-scenes documentary content

#### **Sports.com App Rollout Continues Worldwide**

The global rollout of the Sports.com app remains underway, delivering:

- Real-time sports content
- Live streaming
- Creator-led programming
- Interactive community features
- Personalized user experiences
- Sponsorship and brand-integration opportunities

**Matthew McGahan, Chairman, President & CEO of SEGG Media, said:**

*"Breaking 102 million views is more than a milestone—it is the clearest validation yet of our transformation strategy. Building audiences is a key component of our growth plans for our brand portfolio."*

**Tim Scoffham, CEO of Sports.com Media, added:**

*"The velocity we are seeing across Racing Women, Kerala League, our short-form creators, and global social channels is unprecedented. Sports.com is becoming a truly global destination."*

#### **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](http://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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