



## Lottery.com Inc. Changes Corporate Name to Sports Entertainment Gaming Global Corporation

January 27, 2026

FORT WORTH, Texas, Jan. 27, 2026 (GLOBE NEWSWIRE) -- Lottery.com Inc. (NASDAQ: SEGG, LTRYW) ("SEGG Media" or the "Company") today announces that it has filed an application with the Delaware Division of Corporations to officially change its corporate name to Sports Entertainment Gaming Global Corporation. The Company will officially be doing business as and operate under the names: SEGG Media Corp, SEGG Media, and SEGG. The name change will be effective immediately following the filing acceptance by the Delaware Secretary of State. Processing times have been impacted by Winter Storm Fern.

The name change reflects the Company's transformation from single lottery-focused business to a broader and more comprehensive enterprise concentrated on executing its strategy and advancing a diversified portfolio of assets across sports, entertainment, and gaming-related verticals. The change was approved by the Company's Board of Directors.

The Company's business operations, assets, leadership team, and strategic priorities are targeted towards increasing revenue and enhancing value of its powerful domain name assets: Sports.com, Concerts.com, TicketStub.com and Lottery.com.

**Marc Bircham, Chairman of the SEGG Media Board of Directors, commented:** *"This name change reflects the Company's mission moving forward. Sports Entertainment Gaming Global Corporation more accurately represents the businesses we are building, the sectors we are focused on and the and the markets that drive the Company's growth. Our emphasis remains on disciplined execution, strengthening our brand portfolio, and creating sustainable, long-term value."*

In other Company news, on January 22, 2026, the U.S. Securities and Exchange Commission filed a civil Complaint in the United States District Court for the Southern District of New York naming certain former senior executive officers of the Company, the Company, and the former chief executive officer of the SPAC Trident Acquisitions Corp. as defendants (the "Complaint"). The Complaint is directly related to the conduct of these former officers and directors that occurred between 2020 and mid-2022, including periods prior to and shortly following the Company's merger with Trident Acquisitions Corp. The former executives identified in the Complaint are no longer employed by, nor affiliated with, the Company in any capacity.

Since mid-2022, the Company has completely cleaned house, implemented substantial changes to its management team, governance framework, internal control environment and have become fully compliant with the SEC, as evidenced by the recent approval and effectiveness of its Form S-3. The Company's current leadership was not involved in the conduct alleged in the Complaint. The Company has fully cooperated with the SEC's investigation, and intends to continue such cooperation. While the Company believes the claims asserted against it lack merit and is prepared to defend the matter if necessary, it has engaged in non-binding discussions with the SEC regarding a potential settlement. Although there can be no assurance that a final agreement will be reached, the Company believes the matter is close to being resolved without material liability.

The Company's current management is excited about the Company's future prospects and the support of its shareholders. During the last 30 days the Company has gained more than 3,600 shareholders, an increase of 68%.

### About SEGG Media Corporation

SEGG Media (Nasdaq: SEGG, LTRYW) is a global sports, entertainment and gaming group integrating traditional assets with blockchain innovation. Through its portfolio of digital assets including Sports.com, Concerts.com and Lottery.com, the Company is focused on building 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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