



SEGG Media Launches Sports.com Predict Ahead of Schedule, Activating First Users in Time for NBA Finals and 2026 FIFA World Cup Kickoff

June 9, 2026

Sports.com Predict goes live on June 10 for the first 10,000 eligible waitlist users as SEGG enters a major global sports window spanning the NBA Finals and the opening of the 2026 FIFA World Cup

- Sports.com Predict is launching ahead of schedule for the first 10,000 eligible waitlist users, marking the first commercial deployment of SEGG Media's prediction market strategy
- The launch comes as the NBA Finals reach Game 4 between the San Antonio Spurs and New York Knicks, one day before the 2026 FIFA World Cup begins.
- SEGG Media is entering one of the biggest live sports windows of the year with capped first access, a major sports calendar, and a platform built for real-time fan participation.

FORT WORTH, Texas, June 09, 2026 (GLOBE NEWSWIRE) -- Sports Entertainment Gaming Global Corporation (NASDAQ: SEGG, LTRYW) ("SEGG Media" or "the Company") today announced that Sports.com Predict, its real-time sports prediction market platform, will go live tomorrow for the first 10,000 eligible waitlist users as the NBA Finals and 2026 FIFA World Cup create one of the most concentrated global sports windows of the year.

Unlike many emerging prediction market platforms that rely heavily on paid customer acquisition, Sports.com Predict launches with access to SEGG Media's owned audience ecosystem, including Sports.com and Veloce Media Group's network of more than 500 million monthly views across motorsport, gaming, esports, and creator-led content, giving SEGG Media an owned audience engine to drive awareness, user acquisition, and repeat engagement as Sports.com Predict scales.

The first 10,000-user launch represents the initial phase of a broader rollout strategy designed to support rapid expansion. The accelerated launch follows successful beta testing and places Sports.com Predict in market as sports attention surges across back-to-back major events. With the NBA Finals underway between the San Antonio Spurs and New York Knicks, and the 2026 FIFA World Cup opening one day later, SEGG Media is opening access at a moment defined by live outcomes, global conversation, and real-time fan engagement. The launch comes as prediction markets continue to gain mainstream adoption globally, creating a rapidly expanding category at the intersection of sports, media, and financial technology.

The launch of Sports.com Predict represents the first commercial deployment of SEGG Media's prediction market strategy and provides the foundation for future revenue generation through user participation, sponsorship opportunities, premium experiences, and expanded market offerings.

"Launching Sports.com Predict ahead of schedule demonstrates our ability to execute," said Marc Bircham, Chairman of SEGG Media. "Sports.com Predict was built for exactly this environment: major live events, global attention, and outcomes changing in real time. We are launching ahead of schedule for the first 10,000 eligible waitlist users, and we believe this marks the beginning of a significant new growth opportunity within the Sports.com ecosystem."

Sports.com Predict is positioned at the intersection of sports media, prediction markets, and fan engagement at a time when event-based markets and interactive sports experiences are attracting increasing global attention. For SEGG Media, Sports.com Predict represents the first phase of a broader strategy to deepen fan engagement and create new digital revenue opportunities across its sports ecosystem.

Access in this launch wave is capped at the first 10,000 eligible waitlist users. New signups will enter the queue for upcoming access windows as Sports.com Predict expands around the NBA Finals, the 2026 FIFA World Cup, and future live sports moments.

***Bircham added,** "Launching during the NBA Finals and FIFA World Cup allows us to introduce Sports.com Predict during one of the largest periods of sports engagement globally, creating a unique opportunity to accelerate awareness, user acquisition, and platform adoption."*

The launch of Sports.com Predict marks the first major product deployment following SEGG Media's transformation into a global sports, entertainment, and gaming company. Management expects the platform to play an increasingly important role in expanding fan engagement, driving audience monetization, and creating long-term shareholder value.

Sports.com Predict will operate within applicable regulatory frameworks and will only be available in jurisdictions where access to such markets is permitted.

About SEGG Media Corporation

SEGG Media Corporation (NASDAQ: SEGG, LTRYW) is a global sports, entertainment, and gaming group operating a portfolio of digital assets including Sports.com, Concerts.com, TicketStub.com, Lottery.com, and Veloce Media Group. 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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