

BreakingSports App launches with Tabcorp's Luxbet integration in Australia

TORONTO, July 27, 2016 /CNW/ - **Breaking Data Corp. (TSXV: BKD)** (the "Company" or "Breaking Data") is pleased to announce that it has now launched its popular BreakingSports App in Australia with Tabcorp's Luxbet integration. This integration is pursuant to a previously signed, exclusive agreement with **Tabcorp Holdings Limited (ASX:TAH)** ("Tabcorp") a world leading wagering company.

Luxbet, backed by Tabcorp, offers a full suite of fixed odds and betting on a wide range of sports. The BreakingSports integration will allow users to seamlessly get odds and place bets in Australia, in conjunction with breaking news and alerts that the BreakingSports app delivers.

Tabcorp is a global leader in legal and responsible gambling and we are privileged to be showcasing Luxbet's innovative wagering offerings within our app." said Marvin Igelman, CEO of Breaking Data Corp. "Our BreakingSports app provides users with the fastest updates about their favorite sports teams and players by tapping into social media with our proprietary semantic and NLP technology. With our new Australian version of the app, users will receive customized and filtered notifications about the sports they are interested in, as the news breaks on social media and users will be able to act on this information, via the Luxbet integration, in a timely manner" added Igelman.

Going live with Tabcorp's Luxbet integration in Australia is a very important milestone for Breaking Data as it is the first collaboration with an entity that operates in a jurisdiction where sports' betting is legal. We believe that our technology provides value by delivering customized, fully-automated breaking news to sports enthusiasts, fantasy sports players and the sports wagering market. We are thrilled to be in a position to be able to offer this technology to sports bettors in Australia.

With the BreakingSports app, users can follow teams and players from the MLB, NBA, NFL, NHL, NCAA, Formula 1, Nascar, Indy, and major soccer leagues. BreakingSports is available for free on iOS and Android, and on the Apple Watch.

BreakingSports features include:

- News Feed - View news feed for personalized subscriptions
- Filter Alerts - Select which type of news is most important to you, from injuries to rumors
- League News - View and search news by league for the latest updates
- Scores - Follow current and upcoming games via the game calendar for in-game alerts
- Player Stats - View game and season stats in player profiles
- Individual News - Access team or player specific news by selecting them from your customizable subscription list
- Share - Send friends links to important updates via email or text

About Tabcorp

As a diversified entertainment group and a leader in the Australian wagering, racing media, gaming services and Keno markets, Tabcorp manages leading customer brands in Australia, including TAB, Luxbet, Sky Racing, Sky Sports Radio, Tabcorp Gaming Solutions (TGS), and Keno, serving millions of customers every year. Tabcorp's three businesses of Wagering and Media, Gaming Services and Keno employ more than 3,000 people. Tabcorp has more than 120,000 shareholders and has a market capitalization within the top 100 Australian companies listed on the Australian Securities Exchange.

Tabcorp is committed to ensuring its products are enjoyed by its customers and delivered responsibly. In 2014, Tabcorp was ranked as the global gambling industry leader in the annual Dow Jones Sustainability Index, recognition the company has received in nine of the last ten years.

About Breaking Data Corp.

Breaking Data Corp. is a technology provider of semantic search, machine learning and natural language processing ("NLP"). The Company's technology platform has many practical applications, in multiple business and consumer verticals that are immersed in massive media and data rich settings. The Company's showcase app, BreakingSports, utilizes semantic machine learning and NLP to track social media in a fully automated, real-time manner for significant sports information and events and distributes summarized information through real-time push notifications to consumers. The Company also enables mobile application providers to generate revenue into their apps via its "Poynt-Enabled" SDK and owns Poynt, an award winning local mobile search app. Find out more at breakingdatacorp.com.

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CNW 08:30e 27-JUL-16