Rivalry Expands Casino Product Offering, Launches Interactive Gaming Platform Casino.exe

Rivalry Adds Four New Casino Games, Proprietary Gaming Platform as Company Deepens Casino and Product Offering for Customers

TORONTO, CA – NOVEMBER 16, 2022 – Rivalry Corp. (the "**Company**" or "**Rivalry**") (TSXV: RVLY) (OTCQX: RVLCF) (FSE: 9VK), an internationally regulated sports betting, media, and technology company, today launched Casino.exe, its proprietary interactive casino platform that will house current and future games on the website. Casino.exe will initially feature four new games, including Penalty Shootout, Bomb Squad, Wheel of Time, and Courier Sweeper, as well as existing third-party and Rivalry-developed games, including Aviator and Rushlane.

"Our technology and creative capabilities continue to drive meaningful opportunities across our business where we can innovate on product and ultimately reimagine the betting experience for a younger audience that craves interactive entertainment," said Steven Salz, CEO & Co-founder, Rivalry. "The launch of Casino.exe will allow us to further diversify our offering in a way that stays true to our brand and separates our product from others. As we scale thoughtfully into the casino segment, we'll reduce the impact of seasonality in esports, increase customer value, and offer more stable margin profiles."

Rivalry launches proprietary gaming platform Casino.exe and four new casino games as the Company expands further into the segment.

The launch of Casino.exe follows the successful debut of Rivalry's first-ever casino game Aviator, which generated more than 10% of the Company's revenue in Q3[1] with zero marketing spend since its soft launch in July. The in-house created casino interface will additionally provide the Company with greater control over the user experience, which it will expand over time as it adds new game titles and features.

"Much of Rivalry's success is rooted in our ability to tap into the cultural zeitgeist of our audience whose average age is 25," stated David King, Senior Manager of Product Design, Rivalry. "Casino.exe completely redefines the traditional casino experience and puts a thoughtful and entertaining spin on it using a visual expression that our community has a shared reverence for."

Casino.exe is a virtual interface where customers can play Rivalry's suite of third-party casino and originally developed games in an interactive online environment. Casino.exe allows customers to power on a vintage PC and engage with a variety of visual and functional features, including a retro operating system, desktop icons and wallpapers, functional MP3 player, custom game box art, and more to create an entertaining experience for users.

Rivalry's deepened casino offering is the first step toward a more elaborate expansion into the segment, including launching in new markets, adding additional casino games developed in-house, and further innovating the casino experience for a generation of bettors born on the internet.

The casino offering is available online in markets operating under the Company's Isle of Man license, with a launch in Ontario expected to follow in the coming months.

About Rivalry
Rivalry Corp. wholly owns and operates Rivalry Limited, a leading sport betting and media property offering fully regulated online wagering on esports, traditional sports, and casino for the next generation of bettors. Based in Toronto, Rivalry operates a global team in more than 20 countries and growing. Rivalry Limited has held an Isle of Man license since 2018, considered one of the premier online gambling jurisdictions. Rivalry holds a sports bookmaker license in Australia and an internet gaming registration in Ontario and is currently in the process of obtaining additional country licenses. The Company also has a variety of originally developed products, including Quest, an on-site engagement experience, and an original casino game called Rushlane, a proprietary casino game that marks the creation of a new category for online gaming: Massively Multiplayer Online Gambling Games (MMOGG).

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[1] Preliminary and unaudited financial results are subject to customary financial statement procedures by the Company and its auditors. Actual results could be affected by subsequent events or determinations. While the Company believes there is a reasonable basis for these preliminary financial results, the results involve known and unknown risks and uncertainties that may cause actual results to differ materially. These preliminary fiscal results represent forward-looking information. See "Cautionary Note Regarding Forward-Looking Information and Statements".

Cautionary Note Regarding Forward-Looking Information and Statements

This news release contains certain forward-looking information within the meaning of applicable Canadian securities laws (“forward-looking statements”). All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as “anticipate”, “achieve”, “could”, “believe”, “plan”, “intend”, “objective”, “continuous”, “ongoing”, “estimate”, “outlook”, “expect”, “project” and similar words, including negatives thereof, suggesting future outcomes or that certain events or conditions “may” or “will” occur. These statements are only predictions.

Forward-looking statements are based on the opinions and estimates of management of the Company at the date the statements are made based on information then available to the Company. Various factors and assumptions are applied in drawing conclusions or making the forecasts or projections set out in forward-looking statements. Forward-looking statements are subject to and involve a number of known and unknown, variables, risks and uncertainties, many of which are beyond the control of the Company, which may cause the Company’s actual performance and results to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. Such factors, among other things, include regulatory or political change such as changes in applicable laws and regulations; the ability to obtain and maintain required licenses; the esports and sports betting industry being a heavily regulated industry; the complex and evolving regulatory environment for the online gaming and online gambling industry; the success of esports and other betting products are not guaranteed; changes in public perception of the esports and online gambling industry; failure to retain or add customers; the Company having a limited operating history; negative cash flow from operations; operational risks; cybersecurity risks; the impact of the COVID-19 pandemic; reliance on management; reliance on third parties and third-party networks; exchange rate risks; risks related to cryptocurrency transactions; risk of intellectual property infringement or invalid claims; the effect of capital market conditions and other factors on capital availability; competition, including from more established or better financed competitors; and general economic, market and business conditions. For additional risks, please see the Company’s prospectus dated September 17, 2021 and other disclosure documents available on the Company’s SEDAR profile at www.sedar.com.

No assurance can be given that the expectations reflected in forward-looking statements will prove to be correct. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

Source: Rivalry Corp.

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