Rivalry Releases New Original Game ‘Cash & Dash’ to Establish Next Generation of Casino Entertainment

Exclusive Casino Game Bridges Gap Between Online Betting, Gaming, and Entertainment for Millennial, Gen Z Audience with Elevated Graphics, Gameplay, and Original IP

TORONTO, Ontario – September 27, 2023 – Rivalry Corp. (the “**Company**” or “**Rivalry**”) (TSXV: RVLY) (OTCQX: RVLCF) (FSE: 9VK), the leading sportsbook and iGaming operator for Millennials and Gen Z, today released ‘Cash & Dash,’ a new original casino game available exclusively on Rivalry. Developed in-house by Rivalry’s games team, the fast-paced title blends elevated graphics, unique gameplay, and original IP to adapt the online casino experience for the next generation of bettors and their unique entertainment preferences.

“Online betting is still far behind other forms of entertainment from a product standpoint,” said Steven Salz, Co-Founder and CEO, Rivalry. “We see a growing opportunity to create betting products that are strikingly fun, interactive, and engaging, and our original games are a big step in that direction. Cash & Dash, Rushlane, and other original games we currently have in development, continue to build on a unique betting experience exclusive to Rivalry that differentiates our product at a time where most sportsbooks look and feel the same.”

Cash & Dash is a 3D game where players must infiltrate a high-security bank and avoid a series of booby-traps in order to steal the treasure and escape. Players bet the desired amount at the beginning of each round with multipliers that increase their winnings as they successfully navigate further into the secured building. Cash & Dash also features an array of Rivalry’s original IP as playable characters and more, further bridging product, marketing, and brand across the Company.

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to establish the next generation of casino entertainment.

As a live-service game, Cash & Dash offers players a dynamic gaming experience where additional content and rewards including new playable characters, custom maps, consumable items, and more will be released through future updates and expansions. Rivalry will also host limited-time events in collaboration with its creator partners to drive awareness and player engagement.

“Cash & Dash is a first-of-its-kind title that merges online casino betting with modern video game studio development and gameplay,” said Andre Nogueira, Senior Product Manager, Games, Rivalry. “We’ve incorporated tried-and-true mechanics from the games industry to add a layer of entertainment value to the casino experience that resonates with our Millennial and Gen Z audience.”

Cash & Dash has been developed by Rivalry’s growing team of game developers, designers, and motion artists with experience producing video games for publishers and studios including Xbox, Nintendo, Ubisoft, and more. Rivalry will continue investing in video game development and producing more first-party games which build on the on-site entertainment experience and create an online betting product unique to the Company.

Cash & Dash is available on desktop and mobile in select regions and will soon roll out to all of Rivalry’s markets globally.

About Rivalry

Rivalry Corp. wholly owns and operates Rivalry Limited, a leading sport betting and media company offering fully regulated online wagering on esports, traditional sports, and casino for the next generation of fans. 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 also 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. Rivalry’s sportsbook is built on a proprietary tech stack and features a variety of originally developed products geared for Millennial and Gen Z fans including Same Game Combos, an esports parlay product, original casino games, and an interactive casino platform, Casino.exe.

Company Contact:
Steven Salz, Co-founder & CEO
ss@rivalry.com
416-565-4713

Investor Contact:
Oakstrom Advisors
Jeff Codispodi
investors@rivalry.com

Media Contact:
Cody Luongo, PR & Communications
cody@rivalry.com
203-947-1936

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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; 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 annual information form for the year ended December 31, 2022 and other disclosure documents available on SEDAR+ at www.sedarplus.ca.

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.

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Source: Rivalry Corp.

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