

# WagerWire Welcomes BetMGM, Caesars, SuperBook Sports, and Others Into Media Affiliate Network



The venture-backed sports betting technology company is now authorized to operate in 16 U.S. States, D.C., Ontario & Puerto Rico; and shortlisted for SBC's Sports Affiliate of the Year

NEWS RELEASE BY WAGERWIRE

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WagerWire, a first-of-its-kind platform that empowers bettors to buy and sell active sports bets announced today affiliate deals with nine operators including BetMGM, Caesars, SuperBook Sports, Unibet, Tipico, RSI's BetRivers & SugarHouse, and 888's SISportsbook, with more to be announced soon.

WagerWire onboards bettors to these partner sportsbooks through its original in-house content produced by its **recently launched media network** and soon to be launched mobile app. The company shares content on its social media channels and hosts it on the Community Page of its website, which is home to unique insights, viewpoints and written commentaries created by members of its rapidly growing community. The site also features proprietary tools like its "Bet Value Calculator," which instantly calculates the fair market value of any bet.

"WagerWire scratches an itch that has existed in the industry for a long time. There's a lot to love about this app," said Liam Roth of Caesars. "Between connecting to your favorite sportsbook, tracking your bet's real time value, and being part of a community, WagerWire shows there's never been a better time to be a sports bettor. At Caesars we're really excited to partner with WagerWire in hopes we can both bring in and continue to re-engage customers in this exciting new way."

In adherence to its strict commitment to regulatory compliance, WagerWire applied and was approved for vendor affiliate licenses in a number of gaming states prior to beginning services. WagerWire is now authorized to operate in 16 states, D.C., Ontario and Puerto Rico.

In recognition of its rapid accomplishments in the industry, WagerWire was shortlisted among industry giants for SBC North America's **Sports Affiliate of the Year Award 2023**. A hand-picked judging panel from the top of the industry will determine this year's winners on May 11 at the New York Hilton Midtown.

"This is an exciting milestone and represents the achievement of the next step in the roadmap of our media network" said **Zach Doctor**, co-founder and CEO of WagerWire. "We've built WagerWire through a 'community first' approach focused on education, responsibility and fun. The addition of these iconic brands to our partnership group sets a strong foundation for the next phase of our growth and the rollout of our betting marketplace."

WagerWire first came onto the scene when it announced its seed round in July 2022 from the likes of Miami Marlins co-owner Roger Ehrenberg (IA Sports Ventures and Eberg Capital), Betr & Simplebet founder Joey Levy, NBA All-Star Richard Jefferson, among others. Since then, they have launched a **community-driven content network** receiving over 10 Million impressions a month, announced partnerships with **Sparket**, **Wagr** and released multiple data findings from a survey of bettors and non-bettors that discovered that **education was the biggest barrier for would-be sports bettors**.

*For more information on WagerWire and to sign-up for early access visit **WagerWire.com**. Join the community on Twitter **@WagerWire** and on TikTok **@WagerWireLive**.*

WagerWire believes that all bettors should have the right to access the full value of their sports bets. WagerWire empowers you to take control of your action and view your bets as a portfolio of assets that can be bought and sold at any time. Seamlessly sync your favorite sportsbooks to track the real-time value of your bets, stack rewards, and play with celebrities or friends.

WagerWire is dedicated to providing users with a responsible gaming environment. Not only is it our mission to provide the most entertaining gambling experience, but it is also our duty to help prevent compulsive usage of and underage access to our gaming products. We are committed to responsible gaming.

If you have a gambling problem and want help, call 1-800-GAMBLER

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## Company Website

<https://www.wagerwire.com/>

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