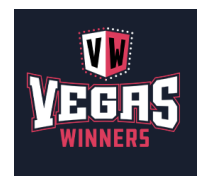


Winners Creates Another New Expected Revenue Stream – Signs Terms Sheet With “Horse Races Now” and “Next Play Digital”



NEWS RELEASE BY WINNERS INC

LAS VEGAS, NV | March 21, 2023 10:00 AM Eastern Daylight Time

McCapMediaWire - Winners, Inc. (OTC: **WNRS**) Winners announced today that it has executed a Terms Sheet with **Horse Races Now** (a leading entity in the horse racing industry) and **Next Play Digital** (a leading digital marketing agency with expertise in marketing, content, and optimization for the competitive sports betting and gaming sectors) in order to market sportsbook services and opportunities to Horse Races Now's user database.

When finalized in the near future, this partnership will allow Winners to expand into the multi-billion dollar handicapping industry and into the United States through its operating subsidiaries that provide sports betting enthusiasts with high-quality content, analysis, research, data, and guidance for popular betting sports. Next Play Digital will coordinate the partnerships both domestically and internationally. The **global horse racing market** size was valued at US\$300 billion in 2019 and is expected to grow significantly over the next decade. Analysts have been monitoring the horse and sports betting market and it is poised to grow by US\$139.52 billion during 2020-2024 progressing at a CAGR of 9% during the forecast period. Horse Races Now is available in the **App Store** as well as the **Google Play Store**.

Horse Races Now, founded by **Kenny McPeck**, an American Thoroughbred racehorse trainer and bloodstock agent, has a wealth of knowledge with 40 years in the industry. His training stats include wins in the 2020 Preakness Stakes with Swiss Skydiver, the 2020 Belmont with Sarava, 245 stakes wins (103 of those Graded Stakes), and over US \$105 million in career earnings as a trainer. His bloodstock purchases include such notables as Curlin, two-time Eclipse Champion and Horse of The Year, Einstein (BRZ), Harlan's

Holiday, Take Charge Lady, Tejano Run, and current runners Crazy Beautiful, Tiz The Bomb, and Rattle n Roll. Horse Races Now's database, over 380,000, will be engaged in digital marketing of legal and regulated sportsbook services to persons that are in jurisdictions where sports wagering is legal and regulated by Winners who shall act as the and collect affiliate fees for that establish new sportsbook accounts.

Kenny McPeck, CEO of Horse Races Now, said, "I'm thrilled to announce Horse Races Now's deal with Winners. They have an excellent track record, and I firmly believe that this deal will help both entities grow as the industry continues to grow. The entire HRN team is excited to work with Winners and look forward to seeing what we can achieve together."

Wayne Allyn Root, CEO of Winners Inc., stated, "This exciting business deal is expected to significantly increase our revenue projections for the year. For the last two years we've been building a strong foundation for success. We have a digital marketing team in place, a sportsbook management team in place, numerous sports affiliate betting licenses in place, sportsbook partnerships in place with the biggest names in sports betting. We intend to continue to put many other professional sports deals together during the coming weeks and months and will change our revenue forecast accordingly."

VegasWinners is a licensed sports gambling affiliate that intends to drive traffic to gaming operators for commission. Currently licensed in several states and awaiting make applications in others, it is the intent of VegasWinners to get licensed in all states that allow online sports gambling. To date, online sports gambling is legal in; Arizona, Colorado, Connecticut, Illinois, Indiana, Iowa, Kansas, Louisiana, Maryland, Massachusetts, Michigan, Mississippi, Nevada, New Jersey, New York, Ohio, Pennsylvania, Tennessee, Virginia, Washington DC, West Virginia, Wyoming and Ontario.

Globally, sports betting accounted for US\$83.65 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 10.3% from 2023 to 2030 as reported by Grand View Research. The demand for sports betting is driven by factors such as the major shift in the regulatory landscape of the global gambling sector, the penetration of connected devices, and the developing digital infrastructure. Online sports betting gained popularity during the pandemic due to an upsurge in eSports and similar forms of betting and an increased usage and accessibility of smartphones which accounted for nearly 70% of online betting in 2020 according to a recent survey from Uplatform.

ABOUT WINNERS, INC.

Winners, Inc. (OTC: WNRS) through its subsidiaries is engaged in the business of sports gambling research, data, advice, analysis and predictions utilizing all available media,

advertising formats and its database of users. Revenues are expected to accelerate due to the explosion of sports handicapping arising from the 2018 Supreme Court decision that States have the right to approve sports gambling and the resulting State by State rapid approval of sports gambling. Its Subsidiaries: **VegasWinners** is a registered sports gambling affiliate that intends to drive traffic to gaming operators for commission. VegasWinners is currently registered in West Virginia, Indiana, Colorado, New Jersey, Tennessee, Pennsylvania and able to operate in New York, Nevada, Mississippi, Wyoming, Illinois, Iowa, Louisiana and has made application in several additional states; The **LongShot Report** is a rapidly growing internet/online subscription-based company that gives advice on sports picks for fantasy and sports betting including but not limited to football, basketball, baseball, hockey and golf with an online platform and mobile app available for download at the App Store and Play Store. For more information, please visit the Websites **VegasWinners** and The **LongShot Report** and on Social Media at **Twitter**.

SAFE HARBOR STATEMENT

This press release contains forward-looking statements that can be identified by terminology such as "believes," "expects," "potential," "plans," "suggests," "may," "should," "could," "intends," or similar expressions. Many forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results implied by such statements. These factors include, but are not limited to, our ability to continue to enhance our products and systems to address industry changes, our ability to expand our customer base and retain existing customers, our ability to effectively compete in our market segment, the lack of public information on our company, our ability to raise sufficient capital to fund our business, operations, our ability to continue as a going concern, and a limited public market for our common stock, among other risks. Many factors are difficult to predict accurately and are generally beyond the company's control. Forward-looking statements speak only as to the date they are made, and we do not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

FOR MORE INFORMATION, PLEASE CONTACT:

Brian Foy

Chief Marketing Officer

brian@foycommerce.com

SOURCE: Winners, Inc.

Contact Details

Winners, Inc

brian@foycommerce.com

Company Website

<https://vegaswinners.com/>

Tags

WINNERS

HORSE RACES NOW

NEXT PLAY DIGITAL

DIGITAL MARKETING

MARKETING

GLOBAL HORSE RACING MARKET

SPORTS BETTING

SPORTS GAMBLING

GAMBLING INDUSTRY

LAS VEGAS

NEVADA

WNRS

OTC

OTC MARKETS

STOCK MARKET

MCAP MEDIAWIRE

PRESS RELEASE

NEWS RELEASE