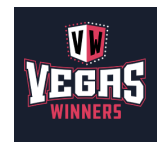


# Winners (WNRS) Reports Best Ever Annual Revenue Increase of Almost 400% in 2022 for its Sports Gambling Research, Data, Advice, Analysis and Prediction Services



WINNERS  
INC

Poised for Rapid Expansion in 2023 and Beyond

NEWS RELEASE BY WINNERS INC

**LAS VEGAS, NV | April 27, 2023 09:00 AM Eastern Daylight Time**

Winners, Inc. (OTC: WNRS) through its operating subsidiaries provide sports betting enthusiasts with high-quality content, analysis, research, data, and guidance for popular betting sports, reported revenues for the year ending December 31<sup>st</sup>, 2022, of \$109,080 compared to revenues of \$27,483 for the year ending December 31<sup>st</sup>, 2021, representing an increase of almost 400%. 2022 was a year testing various marketing initiatives to determine how best to allocate marketing \$ to significantly increase revenues in 2023 and beyond. The Financial and Disclosure Statement can be viewed in its entirety at **OTC Markets**.



Recently, Winners (WNRS) reported it had executed a definitive agreement with **Horse Races Now** ("HRN"), a leading entity in the Horse Racing Industry, and with **Next Play Digital** ("NPD"), a leading digital marketing agency with expertise in sports betting

marketing, content and optimization for the competitive sports betting and gaming sectors to market sportsbook services and opportunities to its database of over 380,000 Users of its Horse-Racing App to expand its handicapping services into this Multi-Billion Dollar industry. The parties shall have a split of fees.

Brian Foy, CMO of Winners stated, "After the acquisition of my company The Longshot Report by Winners, football season was just starting, so we had to first lay out and build the proven funnel and foundation all while proving the revenue model. We have been implementing and working on this subscription model for four plus years now, so with experience and historical data it was seamless to implement VegasWinners picks into the funnel. Subscription revenues are continuing to come in daily and we don't see a stop to them anytime soon."

Wayne Allyn Root, CEO of Winners, stated, "This was our first-ever test of a digital marketing campaign to sell our handicapping advice to sports gamblers. We've been a leader in the sports handicapping industry for 38 years. In all that time, we only advertised on television and radio. Today digital marketing is the only cost-effective way to advertise. We purchased The LongShot Report last year. Brian Foy, its CEO, is an expert in digital marketing. We decided to use the four months of NFL 2022 as a test. We tested with a very small amount of money. We were literally shocked by the results. The response to Brian's digital marketing campaign was outstanding. It was beyond our wildest expectations. We spent very little money and received back very favorable sales CPA ("cost per acquisition") from September to December 2022. And without spending any further money, we produced subscription renewal sales from January through March 2023. And in our off-season (post-March Madness), subscription renewals continue to come in. We've found a winning formula. This fall, we plan to invest substantial money into digital marketing. And we now have a second powerful revenue stream, as we now have signed affiliate revenue-sharing partnerships for sports with many of the biggest names in the casino and sportsbook industry."

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 legalized sports handicapping since the 2018 Supreme Court decision granting States have the right to approve sports. Its Subsidiaries: **VegasWinners** is a registered sports gambling affiliate that intends to drive traffic to gaming operators for commission and 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 football, basketball, baseball, hockey and golf. For more information, please visit 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.*

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## Company Website

<https://vegaswinners.com/>

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