

XPOINT ANNOUNCES LIVE XPOINT VERIFY PARTNERSHIP WITH BET99



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[Xpoint](#), the leading geolocation and compliance technology company specializing in North American sports betting, iGaming, and Daily Fantasy Sports (DFS) markets, has confirmed that Canadian-based premium online sports betting and casino platform [BET99](#) is now live with Verify in Ontario. BET99 has embedded Verify within its platforms, allowing its Ontario consumers to engage safely, securely and fraud-free.

BET99 recently announced a partnership with international soccer superstar Sebastian Giovinco, adding the Toronto FC all-time top scorer to its roster of high-profile BET99 ambassadors that also includes UFC Hall of Famer Georges St-Pierre and NHL All-Star Auston Matthews.

"I'm delighted to add the Canadian market-leading sports betting platform, BET99, to our growing list of live partners as they make such rapid progress growing their brand," said Marvin Sanderson, CEO of Xpoint. "As we expand our North American footprint, we're building more tools and systems specifically designed to help our partners utilize their location-based data for fraud analysis and micro-geofencing services."

"Xpoint is a perfect choice to partner with on geo-verification technology," added Paul Nyzuk, Chief Technology Officer at BET99. "Xpoint offers more data points that can be used to detect fraud, offering more data than other major geo-verification services. The partnership also fits with BET99's mandate to leverage innovative technologies to deliver an online betting experience like no other."

The two geo-verification technology products provided by Xpoint are live with multiple partners in Canada and throughout the USA, and is one of only two geolocation technology vendors licensed in New Jersey. For more details on Xpoint, please go to xpoint.tech and follow Xpoint on social media via [LinkedIn](#) and [Twitter](#).

ABOUT XPOINT

Xpoint provides essential geolocation security solutions and intelligent location-based marketing insights to the global sports betting and iGaming industries. Xpoint's innovative Verify and Lite platforms ensures partners meet their regulatory geo-compliance obligations, and deliver enhanced value through the generation of location-based data that can drive marketing programs. Xpoint was founded in 2019 and officially unveiled in Las Vegas in 2021, and is led by the company's CEO Marvin Sanderson, a global sports betting and iGaming industry leader. With North American offices in Toronto, Canada and Miami, Florida, Xpoint is changing the global geolocation market, bringing innovation to an industry that has, to date, viewed geo-compliance as a utility, not a new business opportunity. For more information, visit xpoint.tech and follow [LinkedIn](#) and [Twitter](#) for regular updates.

ABOUT Sports Venture Holdings and BET99

Sports Venture Holdings Inc. is a holding company of subsidiaries that operate the market-leading BET99 brands. BET99 offers premium online sports betting and casino platforms to Canadians, leveraging the brand's unique understanding of the country's regional differences to create localized, diverse products tailored to each market. BET99 also boasts a number of unique Canadian partnerships, including UFC Hall of Famer Georges St-Pierre, NHL All-Star Auston Matthews, two-time Olympian Alysha Newman, the Ottawa Senators, Live Nation, Postmedia, CF Montreal, the Montreal Alouettes and now, international soccer star Sebastian Giovinco.

SOURCE BET99

For further information: For Sports Venture Holdings and BET99, please contact: Simon Legge, Chief Financial Officer, Sports Venture Holdings, simon.legge@bet99.com or Paul Nyzuk, Chief Technology Officer, Sports Venture Holdings, paul.nyzuk@bet99.com.

Contact Details

Xpoint

Arisha Nomani

+1 305-455-8776

arisha@xpoint.tech

Kaiser & Partners Communications

Ema Asler

ema.asler@kaiserpartners.com

Company Website

<https://xpoint.tech/>

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