



## **i3 Interactive's LineMovement Expands its Partnerships and Social Media Platforms**

Toronto, ON – July 30, 2020 – i3 Interactive Inc. (“**i3 Interactive**” or the “**Company**”) (CSE: BETS)(FRA: F003) is pleased to announce exciting initiatives underway since launching LineMovement.com (“**LineMovement**”) on July 9<sup>th</sup>. LineMovement, a sports content platform, focused on solidifying the Company’s position within the greater online gaming marketplace and leveraging the Company’s social media presence to drive massive traffic to the Company’s affiliates and partners has been busy.

Joe Holka (“**Mr. Holka**”), LineMovement’s Chief Content Officer has been focused on building a forward-looking media company and leveraging his extensive experience in the gambling space. In addition to the hype surrounding the successful launch of LineMovement’s flagship NHL show, “Real Kyper at Noon”, where the Company orchestrated the comeback of Nick Kypreos and Doug Maclean, LineMovement is currently building out the rest of their team with more than 20 written content contributors across the NFL, NBA, NHL, MLB, Golf, MMA, and Esports.

Based out of Vancouver, Canada, James Lynch (“**Mr. Lynch**”) is a full-time MMA journalist, providing weekly analysis of upcoming fights for LineMovement. Mr. Lynch boasts over 10 years of experience in the television industry, with the last five specifically in the digital media realm for networks like TheScore, City TV, Discovery Channel, and TSN. Mr. Lynch interviews some of the biggest names in fighting, including athletes like Conor McGregor (Two Division UFC Champion), Georges St-Pierre (Former UFC welterweight champion), Daniel Cormier (Two Division UFC Champion), and Floyd Mayweather Jr. (Boxing Hall of Famer).

Mr. Holka, said: “James is a huge reason for the instant credibility we gained in the MMA space at launch. His contacts and direct access to these athletes are nearly unmatched and he has already become an indispensable member of our content team at every level.”

Dieter Kurtenbach (“**Mr. Kurtenbach**”) is based in San Francisco, California, and will serve as a primary NBA and NFL host for LineMovement. Mr. Kurtenbach was a Columnist at Large at Fox Sports (No. 1 in page views in 2016, No. 2 in Comscore for American sports websites in 2017). At Fox Sports, Kurtenbach covered the NBA, NFL, MLB, and College Football. He is currently a host for KNBR Tonight (KNBR 680 San Francisco — the top-rated sports station in California).

Mr. Holka went on to comment, “NBA coverage at a high level is a huge priority for our team. We are very fortunate to have, what I feel is, one of the most balanced NBA shows out there where we can provide both news and entertainment for every level of basketball fan and potential gambler.”

Matthew Tynan (“**Mr. Tynan**”) has been covering the NBA for nearly a decade now, most recently on the San Antonio Spurs beat for The Athletic. At LineMovement, Mr. Tynan is focusing on



national NBA news stories and will be an integral part of the LineMovement NBA show launching in audio in video form.

“Going forward, you can expect even more announcements regarding partnerships with former professional athletes, personalities, and social media talent that will be joining our media platform. Our goal is always to create personal experiences for our customers while challenging the norms of our industry. We are already well on our way”, says Mr. Holka.

### **ABOUT i3 INTERACTIVE INC.**

The Company is in the business of providing customers with an online and mobile gaming platform which provides sports fans worldwide with a unique and highly-engaging social gaming product, and sports betting and casino product offering. In an effort to break into the various emerging global markets, i3 has secured partnerships with key industry contacts, including Dan Bilzerian, an internationally renowned and widely respected social media celebrity with over 50 million social media followers.

### **For additional information on the Company:**

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### **Forward-Looking Statements**

*This press release contains forward-looking statements within the meaning of applicable Canadian securities laws. Forward-looking statements are often, but not always, identified by the use of words such as “seek”, “anticipate”, “believe”, “plan”, “estimate”, “expect”, “likely” and “intend” and statements that an event or result “may”, “will”, “should”, “could” or “might” occur or be achieved and other similar expressions. The forward-looking statements in this press release include statements relating to the Company’s strategic plans with respect to the Company’s plans to secure future partnerships with former professional athletes, personalities, and social media talent. Forward-looking statements are subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those contained in the forward-looking statements, including, without limitation: the costs of compliance with and the risk of liability imposed under the laws in which the Company is operating or will operate under including gambling laws and regulations, sports betting laws and regulations and mobile or online gambling and sports betting laws and regulations; negative changes in the political environment or in the regulation of mobile and online sports betting or gambling and the Company’s business in the United States; risks relating to COVID-19; negative shifts in public opinion and perception of the gambling industry; significant competition in the industry; risks relating to rising energy costs; risks of product liability and other safety-related liability as a result of usage of the Company’s planned gambling and betting products; loss of intellectual property rights or protections; cybersecurity risks; constraints on marketing products; fraudulent activity by employees, contractors and consultants; tax and insurance related risks and risk of litigation.*