



i3 Interactive Launches Innovative Sports Content Platform & Media Company

Toronto, ON – July 9, 2020 – i3 Interactive Inc. (“**i3 Interactive**” or (the “**Company**”) (CSE: BETS), is pleased to announce the launch of LineMovement.com (“**LineMovement**”), a new 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.

Co-founder of LineMovement, Joe Holka, will serve as LineMovement’s Chief Content Officer. Mr. Holka was appointed to place conversion and entertainment at the forefront of all sectors of media, including video, audio, written, and social. Mr. Holka was a former Division I hockey player and previous full-time employee at FantasyLabs Inc. — a company in which Mark Cuban was an investor and strategic partner — before it was acquired by The Chernin Group in 2017, forming The Action Network.

Mr. Holka has established a personal brand throughout the daily fantasy sports and betting industry for data-driven analysis and cross-platform content at elite-level production quality. Mr. Holka has extensive experience in the gambling space, and in building a business revolving around sports content and one-on-one consulting services for high-stakes players.

Chris Neville, the Chief Executive Officer of the Company commented on the launch of LineMovement and Mr. Holka’s involvement: “Creating and sharing unique content across a multitude of social media platforms to drive massive traffic to our affiliates and partners is an integral part of our low-cost acquisition strategy. Joe is the perfect person to help us create a first-class content experience for our customers and he’s not afraid to challenge the social norms of our industry.”

The strategic brand development of the key talent already in place will expedite the Company’s credibility in the gambling content niche, quickly establishing it as a safe and reliable information source for all levels of sports fans.

LineMovement will serve as a sports media destination where people will be keen to interact with various personalities of the Company, quickly developing significant brand loyalty, through authentic interactions that only the Company can provide. The founders of the Company see LineMovement at the forefront of the inevitable shift away from subscription-based content sites and towards better ways of monetizing online gambling customers.



Mr. Holka commented, “Our primary goal is to build a forward-looking media company, focusing on where content is headed, without surrendering to outdated conversion strategies and obsolete best practices that many of our competitors treat as gospel.”

ABOUT I3 INTERACTIVE INC.

The Company is in the business of providing customers with an online and mobile gaming platform which will provide 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 strategic brand development and expediting of the Company’s credibility in the gambling content niche, the Company’s ability to establish itself as a safe and reliable information source for all levels of sports fans, the Company’s ability to drive traffic to the Company’s affiliates and partners, the Company’s ability to develop brand loyalty, and the anticipated shift away from subscription-based content sites and towards other ways of monetizing online gambling customers in the global online gambling industry. 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.