

## AUSTRALIAN COMPANY OTHERLEVELS SIGNS LEADING U.S. BETTING SITE

**29<sup>th</sup> July 2015: OtherLevels Holdings Limited (ASX: OLV) (OtherLevels)** today announced that [BetAmerica](#) has selected the OtherLevels Digital Marketing platform to support its recently released iPhone App. BetAmerica is one of the largest American independent betting websites and is OtherLevel's first significant mobile wagering customer in the U.S.

BetAmerica offers wagering on horse and greyhound racing as well as daily fantasy sports games to U.S. residents. They join a growing number of U.K. wagering clients already underpinned by OtherLevel's technology, including Ladbrokes, Betfred, Camelot, Racing Post and Matchbook, as well as Australia's own Tatts.

OtherLevels CEO Ramsey Masri said more U.S. companies are planning on taking advantage of the increasing wagering opportunities. Several U.S. states have legislated to enable this form of betting, including Delaware, New Jersey, Connecticut and Nevada. Further opportunities will emerge over coming years as more states approve similar legislation.

"As the US market begins to ease restrictions on real money wagering, often referred to as iGaming (or interactive gaming), we are seeing a new wave of companies looking to take advantage of the growing wagering opportunity," Mr Ramsey said.

"As we are seeing in Australia and the UK, these companies are looking to go to market quickly and leverage proven and leading Software as a Service ("SaaS") based solutions such as OtherLevels, to improve their audience reach and engagement," Mr Masri said.

Mr Masri added, "iGaming has always been a key market for OtherLevels. BetAmerica is a leading player in online horse and greyhound racing, a sub category of iGaming that we are excited to be able to expand into. Entry to the US wagering market extends our reach in this high growth global wagering sector.

"iGaming customers rely on OtherLevels to reach their audience, across multiple channels, which sets OtherLevels apart from other vendors. We welcome the addition of BetAmerica as an OtherLevels customer, and look forward to working with them to drive increased player engagement and retention.

"We intend to bring the same opportunities to all Australian wagering companies, allowing them to leverage our deep domain expertise," he said.

- ENDS -

### Contacts

#### **Brendan O'Kane**

Managing Director

[brendan.okane@otherlevels.com](mailto:brendan.okane@otherlevels.com)

#### **Alex Scott**

Company Secretary

[alex.scott@otherlevels.com](mailto:alex.scott@otherlevels.com)

### About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in San Francisco, London, Brisbane and Melbourne. OtherLevels is at the forefront of the enterprise marketing transformation being driven by the massive shift to mobile.

The OtherLevels digital marketing platform enables marketers to engage and retain their audience across desktop, mobile web and apps. For more information, please visit <http://otherlevels.com>, OtherLevels Holdings Limited ACN 603 987 266.

**About BetAmerica.**

BetAmerica.com is a service of Lien Games Racing LLC, a licensed and regulated Service Provider by the North Dakota Racing Commission offering Greyhound, Thoroughbred, Harness and Quarter Horse races from around the world. All wagering is conducted in association with a licensed charity in North Dakota, which receives a percentage of every wager. All BetAmerica.com wagers are securely commingled into host track betting pools and winning wagers are paid at full track odds. Go to [www.betamerica.com](http://www.betamerica.com) to learn more.