



Catena Media now live and generating leads in Pennsylvania

On June 6th Catena Media began driving the first online leads (New Depositing Customers) in Pennsylvania, when the online sportsbook PlaySugarHouse.com went live. Catena Media, authorised by the Pennsylvania Gaming Control Board as a Gaming Service Provider, has entered into agreements with multiple casino and sportsbook operators in Pennsylvania who are expected to launch over the next 90 days, in time for the NFL sports season.

Catena Media has been preparing for the opening of the Pennsylvania market for a number of years, long before the state authorised online gambling in November 2017. The company has numerous top-ranking sites in the state, similar to its top-ranking portfolio in the state of New Jersey. This includes sites such as Playpennsylvania.com and PAonlinecasino.com, as well as Catena's brands covering the entire US, such as legalsportsreport.com, thelines.com, and onlinepokerreport.com.

“When the Pennsylvanian market is fully opened, we expect this to essentially double the size of the online markets Catena is serving in the United States, which today consists primarily of New Jersey,” says Per Hellberg, CEO.

In New Jersey, where online sports betting went live in August 2018, wagers nearly doubled from \$95 million in August to \$184 million in September 2018 – with online wagering accounting for roughly half. These figures have continued to rise every month since, based upon data obtained by TheLines (<https://www.thelines.com/betting/revenue/>).

“Catena Media shares the excitement with the rest of the gambling industry as the long-anticipated market of Pennsylvania has opened,” says Michael Daly, Catena Media's US General Manager. “We look forward to a growing market, starting with the trailblazing by SugarHouse and soon to be followed by a number of additional world-class operators, all launching in plenty of time for the 2019 US football season.”

Further information around the online casinos launch and sports betting launch in Pennsylvania is available here: <https://www.catenamedia.com/news/pennsylvania-online-casinos-to-launch-in-july/>
