



Rivalry's Addition of \$TRUMP Kickstarts Always-On Meme Coin Crypto Payment Strategy

Rivalry to Pursue Responsive Crypto Payment Strategy, Adding Additional Meme Coins As Dictated By Market Interest to Support Acquisition, Revenue, and Marketing Opportunities

TORONTO, Jan. 20, 2025 -- Rivalry Corp. (the "Company" or "Rivalry") (TSXV: RVLY) (OTCQX: RVLCF) (FSE: 9VK), the leading sportsbook and iGaming operator for digital-first players, has revealed additional details of its crypto strategy following the Company's move to add the Solana cryptocurrency '\$TRUMP' as an accepted payment method on January 18, 2025.

"As we demonstrated on Saturday with \$TRUMP, which we added as a crypto payment method less than 24 hours after its release, our team is able to act quickly on culturally viral moments, creating marketing and potential revenue opportunities from them at little-to-no cost to us," said Steven Salz, Co-Founder and CEO of Rivalry. "In addition to our existing catalog of cryptocurrency payment options, from Bitcoin to Dogecoin, Rivalry will continue to add new meme coins to its list of accepted cryptocurrencies – including several more planned through the rest of Q1."

"It's these moments that we see crypto's potential as a universally accessible and attention-monetized asset able to mint millions, and sometimes billions, at any given moment in time – this is the area that Rivalry is positioning its brand at the center of. These universal pop culture moments driven by meme coins and the utility we can provide for them through our product suite represents a growing opportunity for us that we'll continue to engage with."

Ahead of the U.S. Presidential Inauguration, Rivalry users are now able to deposit and wager using \$TRUMP, a cryptocurrency on the Solana blockchain which currently has a fully diluted value of over USD \$40 billion. Additionally, Rivalry customers wagering on-site with \$TRUMP will receive exclusive rewards through February 1, 2025 in recognition of the upcoming Presidential Inauguration, including multiplying the amount of NUTZ—the Company's native token—players earn on every bet.

About Rivalry

Rivalry Corp. wholly owns and operates [Rivalry Limited](#), a leading sport betting and media company offering fully regulated online wagering on esports, traditional sports, and casino for the digital generation. Based in Toronto, Rivalry operates a global team in more than 20 countries and growing. Rivalry Limited has held an Isle of Man license since 2018, considered one of the premier online gambling jurisdictions, as well as an internet gaming registration in Ontario, and is currently in the process of obtaining additional country licenses. With world class creative execution and brand positioning in online culture, a native crypto token, and demonstrated market leadership among digital-first users Rivalry is shaping the future of online gambling for a generation born on the internet.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein. Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this press release.

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This news release contains certain forward-looking information within the meaning of applicable Canadian securities laws ("forward-looking statements"). All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "anticipate", "achieve", "could", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "outlook", "expect", "project" and similar words, including negatives thereof, suggesting future outcomes or that certain events or conditions "may" or "will" occur. These statements are only predictions.

Forward-looking statements are based on the opinions and estimates of management of the Company at the date the statements are made based on information then available to the Company. Various factors and assumptions are applied in drawing conclusions or making the forecasts or projections set out in forward-looking statements. Forward-looking statements are subject to and involve a number of known and unknown, variables, risks and uncertainties, many of which are beyond the

control of the Company, which may cause the Company's actual performance and results to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. Such factors, among other things, include regulatory or political change such as changes in applicable laws and regulations; the ability to obtain and maintain required licenses; the esports and sports betting industry being a heavily regulated industry; the complex and evolving regulatory environment for the online gaming and online gambling industry; the success of esports and other betting products are not guaranteed; changes in public perception of the esports and online gambling industry; failure to retain or add customers; the Company having a limited operating history; negative cash flow from operations; operational risks; cybersecurity risks; reliance on management; reliance on third parties and third-party networks; exchange rate risks; risks related to cryptocurrency transactions; risk of intellectual property infringement or invalid claims; the effect of capital market conditions and other factors on capital availability; competition, including from more established or better financed competitors; and general economic, market and business conditions. For additional risks, please see the Company's management's discussion and analysis for the three and nine months ended September 30, 2024 under the heading "Risk Factors", and other disclosure documents available on the Company's SEDAR+ profile at www.sedarplus.ca.

No assurance can be given that the expectations reflected in forward-looking statements will prove to be correct. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws.

Source: Rivalry Corp.