

Alternative Trading Partners

Press Release

Alternative Trading Partners closes financing round for Metric Gaming

Las Vegas, December 14th 2015: Metric Gaming (Metric), the Las Vegas-based sportsbook platform developer, has just completed an undisclosed round of financing led by Alternative Trading Partners (ATP), with participation from major industry insiders as well as existing shareholders. The investment will help the company finish their revolutionary and first-to-market SuperLive® mobile betting platform.

The round of financing builds on an exceptional year for Metric, which saw a rapidly growing roster of clients and market momentum in the white-hot industry of mobile real-time betting. The company's current customers include, among others, Coral, ONEWorks, Sporting Solutions, BoyleSports, Redbet, and Hatrick. Metric's client pipeline features major sportsbook and casino operators.

"Metric Gaming's offering is well-timed as the global demand for sports betting – in particular mobile in-game wagering – continues to soar," said Martin de Knijff, founder and head of product development at Metric. "While the industry has been notoriously slow to keep pace with new technology, we are now in the midst of a paradigm shift. Today bettors can make truly instant gratification wagers on their mobile devices, ranging from Rory McIlroy making his next putt to Tom Brady completing his next pass, and Metric has developed a powerful solution to meet this growing demand. Naturally, we're excited to watch it unfold in the new year."

ATP managing partners, Thomas Brunet and Kyle Carlston, added that "Metric Gaming is pioneering an industry transformation, as the sports betting market transitions from pregame betting to mobile-based, in-play wagers. Metric is also introducing innovative betting products, offering a fresh perspective that could make consumers see sports wagering in a new light. This transformation is still in its infancy, but some of the major industry players have clearly recognized it, and we are happy to count them among Metric's investors today."

About Metric Gaming: Metric is a B2B sportsbook platform provider servicing the online and mobile sports betting industry. The company creates first-to-market mobile sports wagering software and provides sports trading expertise on behalf of licensed operators, technology providers and other companies interested in capitalizing on the rapidly-expanding mobile wagering marketplace.

About Alternative Trading Partners: ATP is a Las Vegas-based M&A advisory firm catering to the gaming industry.

Contact:

Alternative Trading Partners LLC

Thomas Brunet - *Partner*

Email: thomas.brunet@alternativetradingpartners.com

Kyle Carlston - *Partner*

Email: kyle.carlston@alternativetradingpartners.com

Web: www.alternativetradingpartners.com

Tel: +1-702-527-6785