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PlayUp Launches Sports Betting App in Colorado

Tech firm marks official U.S. market entry with robust solutions in Centennial State

Online sports betting and entertainment technology company PlayUp officially launched its application and web-based sports betting platform in Colorado last week, marking its entry into the burgeoning U.S. online sports betting and igaming marketplace.

Colorado is the first live jurisdiction in the U.S. for the company, which has aggressive growth plans into other regulated states. The streamlined application offers a user-friendly sports betting interface and options aimed at passionate users seeking a fully immersive betting experience. Once users have set up their account and logged in in they are just three clicks and a few seconds away from placing a bet. In addition to the ease of use within the app, PlayUp's U.S. CEO, Dr. Laila Mintas, said the company is making it simple for players to take advantage of attractive bonuses and promotional incentives.

"Loyalty is our game and we will focus on delivering the most popular events and appealing rewards for our customers," she said. "All of our promotions are simple for the player to understand with no complicated 'Opt-In' process – if a player has a qualifying bet, they get paid – it's that easy."

As part of its official entry into the U.S. market, PlayUp is offering its U.S customers one of the most attractive limited time bonus offers in the space. Mintas said all new Colorado players will receive a 200% bonus on first bets, whether they win or lose.

PlayUp was granted its sports betting license in Colorado via a market access agreement with the Bull Durham Casino in Blackhawk. Doug James, Bull Durham's General Manager, said Colorado residents have responded positively to the introduction of sports betting since its introduction in May of last year and is confident his players and casino goers will be no different.

"It's exciting for us to be able to offer our customers sports betting and give them a great option via the PlayUp app," he said. "The early handle numbers being reported by the Division of Gaming are a real testament to how much interest there is for sports betting in this state."

In 2020, Colorado bettors placed nearly \$1.2 billion in sports bets. In January 2021, \$326 million in bets were placed, 98% of which were completed online. These results highlight the significant market opportunity for leading online operators such as PlayUp.

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About PlayUp

PlayUp is a next generation entertainment and technology group that enriches the lives of people through entertaining, rewarding and responsible online betting. We develop innovative betting technologies in-house to power our brands and deliver world-class user experiences. Our energies are focused on fulfilling the needs of dedicated and passionate users who seek a deeper connection to the games they play.

PlayUp unifies the world's favourite online betting products including Fixed Odds Sports Betting, Fixed-Odds Racing (Horses and Greyhounds), Esports and Daily Fantasy Sports (DFS) where we host Australia's largest and indeed some of the globe's largest prize pools in competitive peer-to-peer online betting.

We hold online betting licenses in multiple jurisdictions and currently operate in Australia, New Zealand, India and have recently launched in the USA.