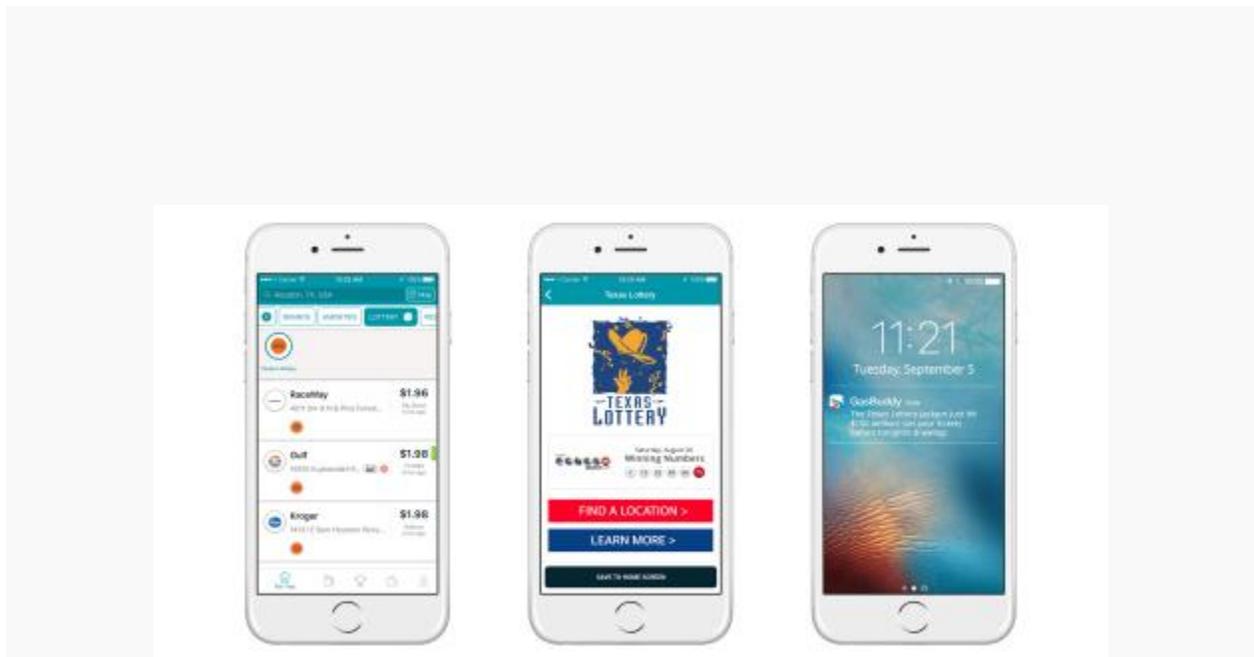


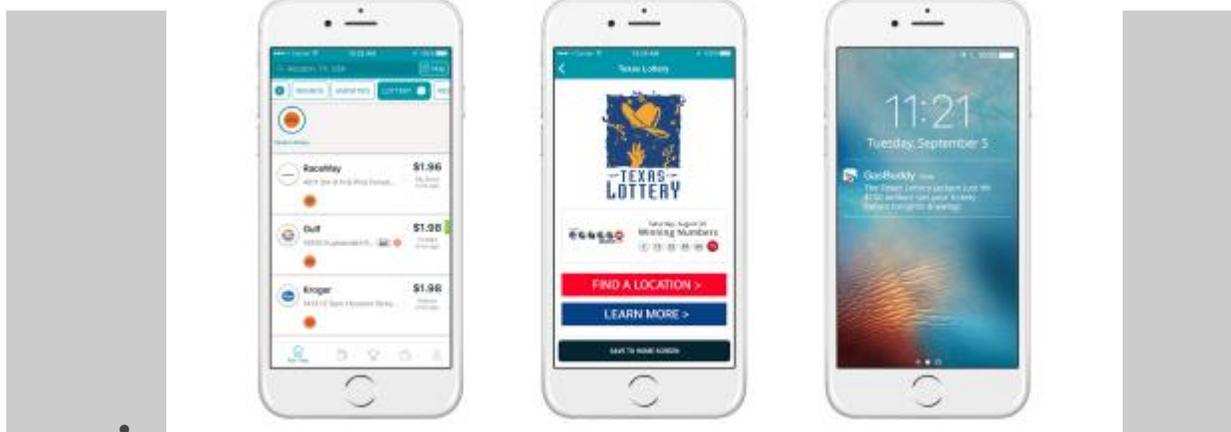
GasBuddy Unveils “GasBuddy Lottery”: Unique Media Solutions that Enable Lotteries to Reach and Activate Tens of Millions of Consumers Who Shop at Convenience Stores

Smartphone App Becomes First Publisher to Integrate Lottery Features Directly into the User Experience

GasBuddy Adds Lottery Industry Veteran Jim Acton as Senior Director of Advertising Partnerships to Accelerate Go-To-Market of New Capabilities



Left to right in the GasBuddy app: Filter by gas stations who sell lottery tickets, custom in-app state lottery page, and lottery push notifications. (Photo: Business Wire)





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BOSTON--(BUSINESS WIRE)--GasBuddy, the only smartphone app connecting nearly 70 million drivers with their Perfect Pit Stop, today announced the industry's first mobile media solutions specifically tailored for state lotteries and architected to drive consumers into convenience stores – where, on average, more than 55 percent of lottery tickets are sold – during key selling times like the holidays, large jackpots and important ticket releases.

Integrating Lottery into the User Experience

The GasBuddy app now seamlessly embeds each state's lottery directly into its app experience. Among the features:

- Users can automatically filter gas stations for locations where lottery tickets are sold with a "Lottery" button on the list screen.
- Each lottery location in the app has a clickable badge with a custom profile page that provides users with winning numbers, jackpot news, and call-to-action options such as play now, download app and save to home screen.
- Once saved to the home screen of the app, users can opt-in to receive targeted, relevant push notifications that create demand at key-selling moments such as holidays, large jackpot numbers and geo-targeted events such as entering the point-of-sale location, keeping them coming back for additional plays.

"GasBuddy has relationships with more than 150,000 c-stores across the country and our technology can provide lotteries with the ability to reach customers when they are feet from the point of purchase," said Walt Doyle, CEO of GasBuddy. "We know that one store has the potential to get more than 1,000 lottery customers per day. The GasBuddy app provides even more resources for state lotteries to drive revenue and continually engage with nearly 70 million drivers on and off the point of sale locations."

In addition to integrated app capabilities, state lotteries can easily track their campaigns and measure performance with third-party tracking, including the click through to Location Page, listing click-through-rate (CTR), and walk-through-rate (WTR) from overall engagement.

Acton Joins GasBuddy to Accelerate Go-to-Market in Lottery

GasBuddy has also hired lottery veteran Jim Acton as Senior Director of Advertising Partnerships to oversee partnerships with companies and lotteries that can utilize the reach of the company's app to promote their services and products.

With more than 15 years' experience in the lottery and gaming industries, Acton previously worked at lottery vendor Scientific Games in the interactive services and licensed brands divisions. Prior to joining Scientific Games in 2010, Acton served as Director of Gaming and Lottery Licensing at Hasbro. He began his Lottery career at the Massachusetts Lottery where he served as Chief of Staff. In that role, he oversaw many of the lottery's most important departments, including the industry's most successful instant ticket program.

At GasBuddy, Acton will utilize the data and analytics available through the GasBuddy app to help lotteries and gaming companies better understand the purchasing patterns of their players and create programs to reach them based on this information.

"I've used the GasBuddy app for many years, and I am excited to communicate the opportunities available to lotteries and other companies," said Acton. "Technology allows GasBuddy to advertise to app users at the pump and then measure if they go into the c-store. This is powerful to lotteries and other companies that want to reach GasBuddy users within feet of the point of product purchase."

About GasBuddy

GasBuddy is a smartphone app connecting drivers with their Perfect Pit Stop™. With nearly 70 million downloads, GasBuddy is the leader in crowdsourced information to help drivers find the best gas prices, closest stations, friendliest service, cleanest restrooms, tastiest coffee and much more. GasBuddy is the leading source for the most accurate, real-time fuel prices at more than 140,000 gas stations in the U.S., Canada, and Australia. The Company's B2B Retailer Software-as-a-Service (SaaS), known as GasBuddy Business Pages, provide Fuel Marketers and Retailers their best opportunity to maintain their station information, manage their brand, and promote to their target consumer audience. For more information, visit www.gasbuddy.com or email press@gasbuddy.com.

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