

Mindway AI and DraftKings Expand Responsible Engagement Efforts with Launch of 'Gamalyze American Football' Ahead of NFL Season

Building on the success of the soccer-themed **Gamalyze Football** during the 2026 FIFA World Cup, Mindway AI and DraftKings are rolling out **Gamalyze American Football** an immersive, gridiron-themed responsible engagement experience across digital platforms and physical activations nationwide.

Mindway AI, a global leader in neuroscience-based responsible gaming solutions and part of Better Collective, today announced that it is expanding its work with DraftKings through the launch of **Gamalyze American Football**, a custom-built, gamified responsible engagement tool designed specifically for American football fans.

The announcement builds on the innovative collaboration that began in January 2026, when DraftKings integrated Mindway AI's flagship self-assessment tool, Gamalyze Casino, into DraftKings' My Budget and Controls. After becoming the first operator to deploy the Gamalyze football-themed tool at the start of the 2026 FIFA World Cup in June, Mindway AI and DraftKings are now expanding the initiative to engage American football fans ahead of the NFL season.

On September 2, DraftKings launched a nationwide activation featuring Gamalyze American Football at gas station locations across the United States for "DraftKings Gameday" - a nationwide celebration offering free gas at select gas stations. Throughout September, the interactive experience will also be showcased live at key sports venues, including the DraftKings Sports Bar at Wrigley Field in Chicago, Gillette Stadium for the New England Patriots' home opener and Arrowhead Stadium for the Kansas City Chiefs' home opener.

"Major moments on the sports calendar give us an important opportunity to meet customers where they are with timely and relevant responsible engagement resources," said Lori Kalani, Chief Responsible Gaming Officer at DraftKings. "Gamalyze American Football offers customers an interactive and engaging way to learn more about their decision-making style, helping them make more informed choices about their engagement."

"DraftKings has demonstrated tremendous leadership by aligning its responsible engagement efforts with major moments on the sports calendar, first introducing the Gamalyze soccer-themed tool during the World Cup, and now launching the Gamalyze football-themed tool ahead of the NFL season," said Rasmus Kjaergaard, CEO of Mindway AI. "By embedding these gamified tools when fan excitement is at its peak, DraftKings is offering its customers an engaging way to help keep their experience fun and responsible during some of the biggest moments in sports."

Reimagining Responsible Engagement: From Self-Assessments to the Field

Both **Gamalyze Football** and **Gamalyze American Football** represent a different approach to customer education. The sports-themed versions of the Gamalyze tool transform self-reflection into an active, engaging experience.

The launch comes amid rapid North American expansion for Mindway AI, who also recently announced an annual partnership with International Association of Gaming Regulators (IAGR) supporting their year-round program driving regulatory education, global collaboration, and practical initiatives aimed at addressing emerging tech, responsible engagement and effective oversight.

To learn more about Mindway AI and its award-winning safer gaming software, visit www.mindway.ai. To explore DraftKings' suite of responsible engagement resources, visit My Budget and Controls at rg.draftkings.com.

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About DraftKings

DraftKings Inc. is a digital sports and gaming company created to be the Ultimate Host and fuel the competitive spirit of sports fans with platforms that range across daily fantasy, regulated gaming, prediction markets and digital media. Headquartered in Boston and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings' mission is to make life more exciting by responsibly creating the world's favorite real-money games, betting experiences and event contracts trading. DraftKings Sportsbook is live with mobile and/or retail sports betting operations pursuant to regulations in 30 states, Washington, D.C., Puerto Rico, and Alberta and Ontario, Canada. The Company operates iGaming pursuant to regulations in five states and in Alberta and Ontario, Canada under its DraftKings brand and pursuant to regulations in four states and in Alberta and Ontario, Canada, under its Golden Nugget Online Gaming brand. DraftKings also owns Jackpocket, the leading digital lottery courier app in the United States. DraftKings' daily fantasy sports platform is available in 44 states, Washington, D.C., and certain Canadian provinces. DraftKings' wholly-owned subsidiary GUS III LLC (d/b/a DraftKings Predictions) also operates DraftKings Predictions, offering federally regulated event contracts under CFTC oversight. DraftKings is both an official sports betting and daily fantasy partner of the NHL, PGA TOUR and WNBA, as well as an official daily fantasy partner of NASCAR, an official sports betting partner of the NBA and an authorized gaming operator of MLB. In addition, DraftKings owns and operates DraftKings Network, a multi-platform content ecosystem. DraftKings is committed to delivering responsible engagement tools and resources, while focusing on integrity and customer education.

About Mindway AI

Based on neuroscience and artificial intelligence, Mindway AI works with gaming operators, platform providers, regulators, and governments to supply state-of-the-art tools and resources. Mindway AI has established a strong global presence and is rapidly expanding into new markets, with solutions live in over 73 jurisdictions, including the US, UK, Brazil, Australia, and Malta. At present, Mindway AI's solutions detect more than 16.5 million active players monthly and are translated into 14 different languages. Better Collective A/S is a majority shareholder of Mindway AI.

For more information, go to www.mindway.ai