



## News Release

### LottoGopher Holdings Inc. Announces Marketing Update

VANCOUVER - June 6, 2017 - LottoGopher Holdings Inc. ("LottoGopher" or the "Company") (CSE: LOTO) (Frankfurt: 2LG) is pleased to issue a marketing update for investors. "We're excited to start executing on our game plan with a comprehensive program that includes media coverage, influencer and digital marketing, sponsorships and endorsements with sports teams and celebrities well-known in California," commented James Morel, President & CEO. "Advertising and retargeting initiatives will continue to scale up across key digital media channels and on social media platforms, including branded video content."

#### *Influencer Program*

The Company is launching an extensive digital marketing program targeting Californians. LottoGopher will partner with influencers, both luxury brands and key individuals, leveraging both demographic and psychographic information to target individuals and brands who can drive traffic and increase conversion rates with key audiences.

#### *Endorsement*

LottoGopher has also been endorsed by a key California influencer, Scott Disick. Disick is an entrepreneur and television personality featured on "Keeping Up with the Kardashians" with nearly 20 million followers on his Instagram. The contract with Disick has a one year term. [Click here to view the endorsement.](#)

#### *Media Coverage*

James Morel was recently interviewed on Cheddar where he discussed the Company's business model and recent public listing on the Canadian Securities Exchange. Cheddar takes a unique and live approach to news in technology, media, and entertainment. They broadcast daily from the floor of the New York Stock Exchange, with exclusive CEO and founder interviews. [Click here to view the Cheddar Interview.](#)

#### *Online Lottery*

Currently in the US, a \$70 billion dollar lottery market, 43 of the 44 lottery states do not offer online sales. As a third party messenger service that goes to the store and secures tickets on behalf of members, LottoGopher is disrupting the industry, one state at a time. LottoGopher has a membership revenue model,



**Order your Lottery Tickets Online...**

**Corporate Office**  
3807 Wilshire Blvd. Suite 705  
Los Angeles CA, USA 90010

**Customer Service**  
[service@lottogopher.com](mailto:service@lottogopher.com)  
866-LOTTO-GO

**[lottogopher.com](http://lottogopher.com)**

**Investor Relations**  
[ir@lottogopher.com](mailto:ir@lottogopher.com)  
888-656-8864

so consumers pay the same price for a ticket as they would at the store. Members can enter or start their own lottery pools, evaluate hot or cold numbers, and set subscriptions to automatically play their favorite lotteries. Multi state lotteries such as Powerball and Mega Millions are gaining popularity due to their substantial jackpots and low ticket prices.

### **About LottoGopher**

LottoGopher is a lottery messenger service that allows users to easily order and manage their state lottery tickets online using a debit or credit card. By allowing individuals to choose their numbers and safely order tickets for the official lottery drawings in California, LottoGopher makes it simple for users to keep track of their tickets and winnings. With LottoGopher, individuals can either play alone with a single ticket or create and join online public and private groups to pool winnings from California lotteries, including Mega Millions, Powerball and SuperLotto Plus. LottoGopher offers memberships that allow California residents to order multiple tickets from various lotteries. LottoGopher also enables users to stay up to date on the latest drawings, track their tickets and collect winnings. Members have exclusive access to expert player strategies, jackpot alerts, lottery news, lucky number pickers and winners' financial resources.

*On behalf of the Board of LottoGopher Holdings Inc.*

"James Morel"

*President, CEO & Director*

For more information, visit [LottoGopher.com](http://LottoGopher.com), like LottoGopher on [Facebook](#) and follow on [Instagram](#), [Twitter](#) and [LinkedIn](#). For Investor Information, please visit [LottoGopher.com/investor](http://LottoGopher.com/investor)

### **Contact Us**

#### **Investor Inquiries**

Erin Ostrom,  
Investor Relations  
[erin@lottogopher.com](mailto:erin@lottogopher.com)  
888-656-8864

#### **Media Inquires**

Lacy Gallagher,  
Blast PR  
[lacy@blastpr.com](mailto:lacy@blastpr.com)  
252-467-5220

#### **Corporate Office**

3807 Wilshire Blvd. Suite 705  
Los Angeles CA, USA  
90010

### **Forward-Looking Statement**

*This new release contains statements and information that, to the extent that they are not historical fact, constitute "forward-looking information" within the meaning of applicable securities legislation, including statements in respect of the Company's listing on the Canadian Securities Exchange. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives or economic performance, or the assumption underlying any of the foregoing. This prospectus uses words such as "may", "would", "could", "will", "likely", "except", "anticipate", "believe", "intend", "plan", "forecast", "project", "estimate", "outlook", and other similar expressions to identify forward-looking information. Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect.*

*Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking*



### **Order your Lottery Tickets Online...**

**Corporate Office**  
3807 Wilshire Blvd. Suite 705  
Los Angeles CA, USA 90010

**Customer Service**  
[service@lottogopher.com](mailto:service@lottogopher.com)  
866-LOTTO-GO

### **lottogopher.com**

**Investor Relations**  
[ir@lottogopher.com](mailto:ir@lottogopher.com)  
888-656-8864

information. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking statement speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company's management to predict all of such factors and to assess in advance the impact of each such factor on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. The Company does not undertake any obligation to update any forward-looking information to reflect information, events, results, circumstances or otherwise after the date hereof or to reflect the occurrence of unanticipated events, except as required by law including securities laws.

The CSE has in no way passed upon the merits of the Transaction and has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.



## Order your Lottery Tickets Online...

**Corporate Office**  
3807 Wilshire Blvd. Suite 705  
Los Angeles CA, USA 90010

**Customer Service**  
service@lottogopher.com  
866-LOTTO-GO

**lottogopher.com**

**Investor Relations**  
ir@lottogopher.com  
888-656-8864