

FOR IMMEDIATE RELEASE

Adrenaline Launches TruPlay NFL Play-by-Play Odds Market

October 5, 2021 Washington, D.C. - Adrenaline, the leading platform provider of play-by-play betting technology announced the launch of its newest product, TruPlay, a real money, NFL Play-by-Play solution that creates the most accurate odds in the marketplace.

By combining the unmatched football expertise of their advisory team of NFL greats like Bill Parcells, Sean Payton and Brett Favre with the most advanced artificial intelligence and machine learning technology, Adrenaline was able to create the most accurate odds on the marketplace.

Adrenaline's accuracy model was verified by BMM Testlabs, the longest established and most experienced private independent gaming certification lab in the world. TruPlay's play-by-play odds are an astounding 95% accurate through the first quarter of the NFL season.

TruPlay takes in-game and play-by-play betting to new levels of excitement with its revolutionary, patented play-by-play odds engine. With more than 200 patent families used to develop the odds engine, TruPlay is a one-of-a-kind platform for the industry.

Adrenaline CEO Casey Huke said the rollout of TruPlay marks a new era for the sports betting market with a product that will make it seamless for operators to embrace the growing demand for in-game betting. "This is the convergence of a proven product going to market at a time when demand for in-game betting is increasing. The barriers that had existed in the past are eliminated with TruPlay and this will propel play-by-play betting."

Adrenaline's team of professional coaches analyze years of NFL game film which allows the predictive odds to be impacted by the real football data that drives each team's unique decision making. TruPlay is the latest real-time gaming innovation from Adrenaline, which created the first ever play-by-play wagering app released in the Apple App store, Football Genius.

Huke believes Adrenaline's history working with professional sports teams give the company an advantage. "Our decade of experience building data technologies for NFL and major college football teams gives us the specialized knowledge to fully understand how to create accurate odds for NFL play-by-play markets."

Adrenaline's intellectual property portfolio also addresses a range of areas core to play-by-play betting such as helping solve latency issues, using artificial intelligence and machine learning to optimize odds, and increasing security to help eliminate fraud.

About Adrenaline

Adrenaline is a technology service provider in the digital sports betting and gaming space. The company spent more than a decade developing an in-game, play-by-play betting solution built on patented technology. Its proprietary product, [Football Genius](#), is the first PXP betting solution in the U.S. market built on patented and protected intellectual property today. You can follow the Football Genius game on Twitter @FBallGenius or download directly in the [Apple App store here](#).

If you are interested in partnering with Adrenaline [contact our biz-dev team](#) today.