

# Press Release: Summerset Group invests in Game Day Data LLC

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## Summerset Group Invests in Game Day Data, LLC

Chicago IL: Game Day Data, LLC (GDD) announced today that Summerset Group has made a strategic investment in the Company. In an ever-changing market landscape, Summerset LLC recognized a large opportunity in the sport gaming platform sector. GDD provides the market with a Wager Score, allowing states and sportsbooks to help regulate problem gaming by adopting a score, similar to a FICO score to help eliminate problem gaming before it starts. The global sports betting market is expected to reach approximately \$155B by 2024 and today the impact on problem gambling is approximately \$6.5B and only going to grow. GDD is the only company in the U.S that can proactively provide solutions to help reduce the cost to society for problem.

Jackie Paulus, President of Game Day Data LLC, commented, “The Summerset Group has an incredible track record of successfully taking businesses to the next level and we’re proud to call them a partner. We look forward to working with them to further our mission of creating the future of responsible gambling to protect players, states and industry operators for years to come.”

Joe Bihner, Managing Partner of Summerset Group LLC, said, “We have been working with Game Day Data almost since the inception of the company. We love the idea, and the market is getting bigger every day. Summerset has provided technology, financial and HR guidance to the team at GDD and will continue to play a similar role to support the company as we move forward. Businesses like GDD not only provide creative solutions to help solve a societal problem but can help drive innovation to new products for the sports gaming industry. We are thrilled to be a part of the business.”

Terms were not disclosed.

### **About Game Day Data, LLC.**

Game Day Data, LLC. is a socially-driven technology company with a focus in gaming. Its flagship product, The Wager Score®, assesses problem gambling behavior as it evolves and triggers intervention before it’s too late. The technology platform has a registered trademark and a patent allowance on its ability to combine 1<sup>st</sup> and 3<sup>rd</sup> party data to access and monitor a gambler’s propensity for problem behavior. It provides a comprehensive profile of a player, from placing an initial bet through a lifetime of wagering activities, helping guide states and operators on appropriate promotions, advertising messages and intervention, if warranted.

### **About Summerset Group LLC**

Summerset Group is a growth management and investment firm that focuses on rapidly scaling businesses in the technology and business services sectors. In addition to investment, Summerset Group, with partners leveraging over 200 years of experience, have relentlessly

worked to understand and achieve the goals of clients by providing value added corporate advisory services that have complimented and enhanced businesses, owners and management teams nationwide.