

## **Bryony Frost Joins Betfair as Ambassador**

LONDON, January 26, 2022 – Betfair, part of Flutter Entertainment, is proud to announce that top jockey Bryony Frost is joining the brand's ranks as an ambassador.

Bryony is the first female jockey to land the coveted 'King George VI Chase' and won the Grade One 'Betfair Tingle Creek' this season. She will join a stellar list of horse racing talent to air her views and thoughts on racing and her weekly rides, including 12-time champion trainer, Paul Nicholls, two-time champion jockey, Ryan Moore, plus popular TV pundits, such as Kate Tracey, Kevin Blake and Vanessa Ryle.

Racing fans will be able to read Bryony's exclusive thoughts on Betting.Betfair and hear her on Betfair's suite of racing podcasts, such as the newly launched Cheltenham 'Roarcast', 'Racing Only Bettor' and 'Weighed-In'.

Laura-Jane O'Shea, Chief Executive Officer of Betfair, commented: "We are delighted to welcome Bryony to the Betfair Ambassador family. Just like Betfair, she has been an innovator in her field. Rising from Champion Conditional in 2019 to establishing herself in the top echelons of National Hunt Racing. Not easily done in such a competitive environment. Her admirable work ethic and sense of fair play are a reflection of our own values and we are excited by the prospect of working with a genuine role model to generate great content, which will not only serve our customers but will also help showcase Horse Racing to the wider public in a positive and collaborative way."

Bryony Frost added: "I'm super excited to become a Betfair Brand Ambassador. Being part of the Ditcheat team, with Paul Nicholls, means I've seen first hand how great a crew they are to work with and some of the cool Horse Racing content they produce. This is a very important part of the season with all the Spring Racing Festivals fast approaching and we have some really exciting plans over the coming months.'

For further information, please contact: [communications@flutter.com](mailto:communications@flutter.com)

### **About Flutter Entertainment plc:**

Flutter Entertainment plc (the "Group") is a global sports-betting and gaming company reporting as four divisions:

UK & Ireland: includes Sky Betting and Gaming, Paddy Power and Betfair brands offering a

diverse range of sportsbook, exchange and gaming services across the UK and Ireland, along with over 600 Paddy Power betting shops in the UK and Ireland.

Australia: the Sportsbet brand offers online sport betting and is the Australian market leader.

International: includes PokerStars, Adjarabet, Betfair and Junglee operating in multiple jurisdictions around the world offering a diverse range of sportsbook, exchange and gaming services.

US: includes FanDuel, TVG, Stardust, FOX Bet and PokerStars brands, offering regulated real money and free-to-play sports betting, online gaming, daily fantasy sports and online racing wagering products to customers across various states in the US.