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playAWARDS Teams With Bowlero to Bring Players the Ultimate Bowling Party Rewards Experience

Players of PLAYSTUDIOS apps can exchange loyalty points for complimentary and discounted bowling games and arcade credits

LAS VEGAS--(BUSINESS WIRE)-- **playAWARDS**, the innovative loyalty marketing program created by award-winning mobile game developer **PLAYSTUDIOS, Inc**. (Nasdaq: MYPS), is expanding its rewards collection once again, partnering with **Bowlero** – the worldwide leader in bowling and entertainment across North America – to offer players one-of-a-kind complimentary and discounted real-world rewards experiences.

Players of PLAYSTUDIOS free-to-play mobile apps – the all-new *myVEGAS Bingo*, *myVEGAS Slots*, *myVEGAS Blackjack*, *POP! Slots*, and *myKONAMI Slots* – can now exchange loyalty points earned during gameplay for Bowlero rewards that include a complimentary game of bowling (plus shoe rental) for two and discounted arcade cards at more than 300 **Bowlero Lanes**, **Bowlmor Lanes**, and **AMF Lanes** locations across the country.

“Our players enjoy friendly competition and social experiences, not only in our apps like *myVEGAS Bingo*, but also in their real-world communities with neighbors, friends, and family,” explained Head of playAWARDS Rob Oseland. “Bowlero is a great new addition to our rewards collection, and they offer three distinct brands that appeal not only to traditional bowlers but to arcade fans and those that want to enjoy a fun night of entertainment, food, and gameplay.”

Bowlero bowling centers are widely known for being a one-stop entertainment destination. Complete with an elevated retro-inspired interior design, Bowlero centers have 40+ lanes, sports bars and lounges, state-of-the-art arcades, and adult games such as beer pong,

darts, and table shuffleboard.

“We’re so excited to welcome PLAYSTUDIOS to the Bowlero family,” said Lev Ekster, Chief Strategy Officer at Bowlero Corp. “Our bowling centers are located in so many of the communities where PLAYSTUDIOS players reside, which makes this partnership a great fit.

“We look forward to seeing so many new and familiar faces as players bring their love of play to our Bowlero locations.”

The playAWARDS portfolio is accessible via the “Rewards” tab in all PLAYSTUDIOS games, and connects players to more than 275 celebrated brands offering unique access, experiences, and rewards around the globe. PLAYSTUDIOS games are available to download free on iOS, Android, Kindle, and Facebook.

About PLAYSTUDIOS, Inc.
PLAYSTUDIOS (Nasdaq: MYPS) is the developer and operator of award-winning free-to-play casual games for mobile and social platforms. The company’s collection of original and published titles is powered by its groundbreaking playAWARDS loyalty marketing platform, which enables players to earn real-world rewards from a portfolio of global entertainment, retail, technology, travel, leisure, and gaming brands across 17 countries and four continents. Founded by a team of veteran gaming, hospitality, and technology entrepreneurs, PLAYSTUDIOS brings together beautifully designed mobile gaming content with an innovative loyalty platform in order to provide its players with an unequaled entertainment experience and its partners with actionable business insights. To learn more about PLAYSTUDIOS, visit playstudios.com.

About playAWARDS
Created by award-winning game developer PLAYSTUDIOS, playAWARDS is an innovative, scalable, and cost-efficient loyalty marketing program that connects the world’s leading entertainment, retail, technology, travel, leisure, and gaming companies with a valuable, highly-engaged audience of mobile and social gamers. By integrating branded content and promotional offerings into PLAYSTUDIOS’ portfolio of casual, free-to-play mobile apps, playAWARDS keeps its rewards partners top-of-mind while converting entertaining digital impressions into real-world brand engagement. The playAWARDS platform also provides partners with a powerful suite of management and analytics tools that offer deep, actionable insights into audience engagement and program performance.

About Bowlero Corp
Bowlero Corp is the worldwide leader in bowling entertainment, media and events. With more than 300 bowling centers across North America, Bowlero Corp serves over 28 million guests each year through a family of brands that includes Bowlero, Bowlmor Lanes, and AMF. In 2019, Bowlero Corp acquired the Professional Bowlers Association, the major league of bowling, which boasts thousands of members and millions of fans across the globe. For more information on Bowlero Corp, please visit BowleroCorp.com.

Forward-Looking Statements
This press release includes “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including statements regarding the listing of the Company’s Class A common stock and the Company’s warrants on the Nasdaq. The company’s actual results may differ from their

expectations, estimates and projections and consequently, you should not rely on these forward looking statements as predictions of future events. Words such as “expect,” “estimate,” “project,” “budget,” “forecast,” “anticipate,” “intend,” “plan,” “may,” “will,” “could,” “should,” “believes,” “predicts,” “potential,” “continue,” and similar expressions are intended to identify such forward-looking statements. These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Most of these factors are outside the company’s control and are difficult to predict. Factors that may cause such differences include, but are not limited to: (1) the ability to recognize the anticipated benefits of the business combination, which may be affected by, among other things, competition, the ability of the company to grow and manage growth profitably, and retain its key employees; (2) costs related to the business combination; (3) the inability to maintain listing of the company’s shares on the Nasdaq; (4) the company’s ability to execute its business plan and meet its projections; (5) the outcome of any legal proceedings that may be instituted against the company; (6) the impact of COVID-19 on the company’s business; (7) the company’s transition to becoming a public company including the associated expenses and the impact of public financial and other disclosures on its negotiations and arrangements with key counterparties; (8) changes in applicable laws or regulations; (9) general economic, business, and/or competitive factors; and (10) other risks and uncertainties included from time to time in the company’s other filings with the U.S. Securities and Exchange Commission (the “SEC”). Additional information will be made available in other filings that the company makes from time to time with the SEC. In addition, any forward-looking statements contained in this press release are based on assumptions that the company believes to be reasonable as of this date. The company undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law.

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