



NEWS RELEASE

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NFL games are the top sports betting events in Manitoba *But Manitoba bettors' football loyalty split between CFL and NFL*

National Football League action kicks off this week and signals the return of the most popular sports betting events on PlayNow.com. The NFL is king on the gambling site with its games seeing more betting in Manitoba than any other sports league.

Last NFL season, the average amount wagered on an NFL game through PlayNow.com was approximately \$19 per bet.

The biggest NFL game of all, the Super Bowl, continued its run in 2017 as the largest sports betting event on PlayNow.com, taking in approximately \$57,000 in wagers. Entering the season, Manitoba bettors are heavily favouring last year's winners the New England Patriots with odds of 4/1.

While NFL games remain the most popular betting options, Manitobans are growing more enthusiastic about wagering on local football too. The number of Manitobans betting on the Canadian Football League has increased 35% over last season. This is likely due to the performance of the Winnipeg Blue Bombers, who sit at 7-3 heading into this weekend's Banjo Bowl. The Bombers currently have 25/4 odds to win the Grey Cup while the Calgary Stampeders are front-runners with 9/4 odds.

Adding to the excitement this CFL season, PlayNow members who bet on any Bomber game are also entered in a contest to win 10 times their amount wagered. One Manitoban racked up \$500 in winnings by betting on Blue.

PlayNow.com is Manitoba's only legal, regulated gambling website, operated by Manitoba Liquor & Lotteries. For more information on NFL and CFL betting and on the Win 10 Times Your Wager contest, visit PlayNow.com.

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