

Midnite Press Release

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Midnite and ATR Markets Forge Game-Changing Partnership to Expand Betting Horizons

[London, 8/11/23] – Next-generation sportsbook Midnite (www.midnite.com) and premier sports betting solutions provider ATR Markets (www.ATRMarkets.com) are proud to announce a strategic agreement to bring the world's best horse racing to an engaged new audience.

The deal means Midnite can offer players an increased range of betting options on horse and greyhound races, while benefiting from ATR Markets' unparalleled risk management expertise and streaming services.

Midnite, a Gen-Z focused sportsbook, casino and esports betting platform, is one of the UK's fastest-growing betting companies. With a commitment to providing its users with the most thrilling and secure betting experiences, Midnite's collaboration with ATR Markets marks a significant milestone in the company's journey.

Key highlights of the partnership include:

Expanded Betting Options: Midnite players can choose from increased wagering options on horse and greyhound races from across the globe. This expansion showcases Midnite's dedication to catering to the varied interests of its user base.

Enhanced Risk Management: ATR Markets, a renowned name in sports betting solutions, will lend its extensive expertise in risk management to Midnite.

High-Quality Streaming: ATR Markets' top-tier streaming services will ensure that Midnite users enjoy a seamless and immersive betting experience. The partnership guarantees live coverage and real-time updates on all races, creating an exciting and engaging environment for bettors.

Commenting on this transformative partnership, Midnite co-founder Nick Wright of Midnite said:

"This is an important and exciting moment as we strive to offer our players the most comprehensive betting experience and we are thrilled to join forces with ATR Markets. This collaboration will not only diversify our portfolio but also enhance the overall betting experience for our users. ATR Markets' proven track record in risk management and streaming services aligns perfectly with our commitment to excellence."

Likewise, Jack Whitaker of ATR Markets expressed enthusiasm for the collaboration, saying, "ATR Markets is excited to partner with Midnite, a true innovator in the world of sports and esports betting. We look forward to delivering top-notch risk management and streaming services to enhance the Midnite user experience and help them tap into new markets."

This partnership signals a significant step forward for both Midnite and ATR Markets, as they combine their strengths to deliver an unparalleled betting experience. Users of Midnite can now bet on live Horse and Greyhound race betting on the platform, with live streaming to follow soon.

About Midnite: Midnite is a next-generation betting platform offering players sports, esports and casino betting. The company, headquartered in London, aims to create the best betting site by building a community of engaged bettors. Midnite's team is a collective of engineers, quants, designers, and marketers who all share a passion for sports and gaming. For more information, visit <https://www.midnite.com/>.

About ATR Markets: ATR Markets (www.ATRMarkets.com) is a trusted name in sports betting solutions, known for its risk management and streaming services. With a wealth of experience in the industry, ATR Markets has established itself as a reliable partner for sports betting operators worldwide.

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Visit www.Midnite.com and www.ATRMarkets.com for updates and further details.