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Evive Expands Access to Its Platform Through the DraftKings Responsible Gaming Center

BOSTON – October 1, 2025 – Evive, a leading behavioral health technology platform, today announced that DraftKings Inc. (NASDAQ: DKNG) will provide customers access to Evive's evidence-based tools and resources through the DraftKings Responsible Gaming Center.

"Evive is setting a new industry standard for player empowerment," said Sam DeMello, Founder and CEO of Evive. "Our platform makes it simple for players to stay balanced, informed, and in charge of their choices."

Developed with guidance from Evive's clinical advisory board of behavioral health experts, Evive's platform is designed to offer an intuitive, player-friendly experience:

- Intelligent Support: Clinically informed resources during breaks in play.
- Personalized Matching: Tools and educational content tailored to each player's unique profile.

"Teaming up with Evive reinforces our commitment to responsible gaming by making additional tools and resources available that can be tailored to customers," said Lori Kalani, Chief Responsible Gaming Officer at DraftKings. "By embedding this innovative platform within the DraftKings Responsible Gaming Center, we are giving customers more tools and resources to help them play responsibly on their own terms."

This effort enhances the responsible gaming options available to DraftKings customers, with potential to expand across the customer journey.

About Evive

Built by a team with lived experience and guided by its clinical advisory board, Evive combines consumer-grade technology with evidence-based frameworks to offer personalized pathways that adapt as customers' needs evolve. The platform serves as both a direct support tool and a digital entry point to statewide comprehensive gaming support ecosystems.

Please send press inquiries to press@getevive.com