

Ufc® And Playtika's® World Series Of Poker® Announce Fan-focused In-game X Live Event Collaboration

UFC, the world's premier mixed martial arts organization, and World Series of Poker (WSOP)*, the world's number #1 play-for-fun poker game from Playtika**, are teaming up for a series of online and in-person fan-focused campaigns aimed at merging the worlds of poker and UFC.

The first partnership campaign begins today inside the free-to-play WSOP app, with a special UFC Knockout Tournament inviting the global player community to compete for special virtual in-app rewards, including UFC-branded poker rings and bracelets. In-app activities will run over the coming months and include a wide range of UFC-related content and promotions involving exclusive participation with UFC fighters who fans of the sport know and love.

Beyond digital events, UFC x WSOP will also give players the chance to experience the excitement of UFC in-person. The brands will launch a variety of promotions that will feature exclusive in-person giveaways, such as tickets to UFC Pay-Per-View events in Las Vegas, post-fight tours of UFC's world-famous Octagon®, and VIP tours of the UFC Performance Institute, the state-of-the-art sports research, innovation, and mixed martial arts training facility. Other prizes include UFC Store gift cards and complimentary access to UFC FIGHT PASS, the world's leading streaming service for combat sports.

"Everyone at World Series of Poker is so excited to be an official partner of UFC," said Guy Ceder, General Manager of the WSOP app. "We have planned amazing campaign activities for our players that will take place over the coming months. Just like WSOP, UFC stands for perseverance, ambition, and sportsmanship in the pursuit of legendary status in your field. We know that this is important for our players too, and we hope to give them the chance to benefit from the partnership through various opportunities to secure VIP experiences with UFC."

"The World Series of Poker has a rich history in online gaming and has become the world's most downloaded free poker game," said Nick Smith, UFC Vice President of Global Partnerships. "We're thrilled to work with WSOP and Playtika to create exciting UFC VIP experiences for millions of WSOP players around the world."

World Series of Poker® can be downloaded for free on [Apple Store](#) and [Google Play](#) (in-app purchases are available).

*The World Series of Poker trademarks are licensed by Caesars Interactive Entertainment, Inc.

** According to Data.ai, World Series of Poker® is the world's most popular free-to-play Poker (Casino) game by worldwide downloads from Jan - Dec 2021 across iOS and Google Play.

About UFC®

UFC is the world's premier mixed martial arts organization (MMA), with more than 688 million fans and 188 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world, while broadcasting to nearly 900 million TV households across more than 170 countries. UFC's athlete roster features the world's best MMA athletes representing more than 75 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is owned by global entertainment, sports and content company Endeavor, and is headquartered in Las Vegas, Nevada. For more information, visit [UFC.com](#) and follow UFC at [Facebook.com/UFC](#), [Twitter](#), [Snapchat](#), [Instagram](#) and [TikTok](#): @UFC.

About World Series of Poker®

WSOP is the official free to play app of the World Series of Poker, and the world's most downloaded free poker game. Home to millions of poker players across tablets and mobile, the game is for amusement purposes only, and includes virtual chips not real prizes, and features countless exciting game modes, tournaments, and special events. WSOP rewards its best players with authentic virtual WSOP prizes and the chance to become a poker legend.

About Playtika®

Playtika Holding Corp. is a leading mobile gaming company with over 35 million monthly active users across a portfolio of games titles. Founded in 2010, Playtika was among the first to offer free-to-play social games on social networks and, shortly after, on mobile platforms. Headquartered in Herzliya, Israel, and guided by a mission to entertain the world through infinite ways to play, Playtika has 20 offices worldwide including Tel-Aviv, London, Berlin, Vienna, Helsinki, Montreal, Chicago, Las Vegas, Santa Monica, Newport Beach, Sydney, Kiev, Bucharest, Minsk, Dnepr, Vinnitsa, Lausanne, and Warsaw.

<https://stage.mediaroom.com/playtika/2022-07-13-Ufc-R-And-Playtikas-R-World-Series-Of-Poker-R-Announce-Fan-focused-In-game-X-Live-Event-Collaboration>