

idPair and Leading Operators Launch First-Ever 50-State National Self-Exclusion Program

Historic Milestone Debuts During Problem Gambling Awareness Month; Breakthrough Technology Solves Decades-Old Challenge for Consumer Protection Across Gaming

NEW YORK, NY (March 10, 2026) – In a landmark development for the gaming industry, **idPair**, the leader in unified gaming self-exclusion, today announced the expansion of the **National Voluntary Self-Exclusion Program** to all 50 U.S. states and D.C. Launched in partnership with **PrizePicks, Underdog, Dabble, and Splash Sports**, this initiative represents the first time in history that a single, integrated self-exclusion mechanism covers the entire nation across multiple operators.

For decades, regulators, policymakers, and player advocates have sought a "one-stop-shop" for self-exclusion. Historically, the process was fragmented, requiring individuals to navigate a patchwork of state-by-state or operator-by-operator systems. By leveraging idPair's proprietary technology, this program empowers consumers to proactively manage their play across all participating jurisdictions, platforms and products through a single, streamlined process.

"For the college student in Nebraska who downloaded a fantasy sports app during the excitement of March basketball and got carried away, or for the parent in California trying to rebuild trust at home—this expansion means they don't have to face things alone," said Jonathan Aiwazian, CEO of idPair. "By expanding this operator-led program to all 50 states, we're making sure that when someone raises their hand and asks for help, safeguards show up for them everywhere."

While the participating operators—PrizePicks, Underdog, Dabble, and Splash Sports—compete daily in the marketplace, this program marks a unified commitment to the public good. **The program has the capacity to be inclusive of multiple sectors, including digital sports entertainment, skill games, casino, and more, and is actively inviting other national operators to join the exchange.**

Quotes from Participating Operators

- **Phil Sherwood, Senior Director of Responsible Gaming, PrizePicks:** "We have always prioritized player well-being. By taking this program national, we are ensuring that our commitment to responsible gaming is as expansive as our footprint. We are proud to be a founding member of a movement that puts the person before the product."
- **Adam Warrington, VP, Responsible Gaming, Underdog:** "Two years ago idPair was the first company selected by GuardDog, our responsible gaming innovation fund, with the intent of utilizing their technology to create meaningful partnerships that advance

safer play. This 50-state rollout is proof of concept of that intent and further establishes that collaboration on safety and protection is critical for our entire industry.”

- **Tom Rundle, CEO, Dabble:** "Joining forces with idPair and our peers allows us to offer a sophisticated, tech-forward solution to a complex problem. This is a vital step in modernizing the player experience for the better."
- **Dan Portnov, Chief Legal Officer, Splash Sports:** "Self-exclusion is most effective when it is simple and comprehensive. This national program ensures that our community has access to the best tools available to play responsibly across all of our offerings, regardless of geography."

When an individual chooses to self-exclude from a participating operator, they are given the option to proactively extend that exclusion across all other partner operators and products nationwide. This central exchange, managed by idPair’s secure data systems, ensures privacy while providing a comprehensive shield that adapts to the modern, mobile nature of the industry.

About idPair

idPair is a lead provider of responsible gaming technology, specializing in the creation of unified player identities and cross-operator self-exclusion systems. By bridging the gap between disparate data sets, idPair provides a clearer picture of player behavior and a stronger foundation for consumer protection.

About the Partners

PrizePicks

PrizePicks is the leading sports entertainment operator in the United States. Headquartered in Atlanta, Georgia, PrizePicks offers innovative games that engage and excite fans nationwide. Operating in more than 45 jurisdictions and continuing to expand, PrizePicks is dedicated to enhancing the fan experience for all. For more information, visit www.prizepicks.com.

Dabble

Built for the attention economy, Dabble lives where fans actually are: in the pop culture, the group chats, and the community-driven shared moments. By merging customizable player picks with a slick interface, and the ability to copy entries in just one tap, Dabble has turned Daily Fantasy Sports into a multi-player game. More than just an app, Dabble is an entertainment-driven platform where the experience is the product. You better believe it. For more information, visit Dabble.com or find us in the App Store.

Splash Sports

Splash Sports is the leading skill-based social sports gaming platform built for friends and communities to compete for real money. Launched following the acquisition and integration of RunYourPool and OfficeFootballPool, the Splash portfolio has more than 2 million active users across numerous fantasy sports and skill game formats.

Underdog

Underdog, the fastest-growing sports company in the U.S., was founded in 2020 with the simple objective of making sports more fun. The company's core operating principle: there's so much more to be built for sports fans in America. As the only top-tier sports gaming operator in the country built on its own proprietary technology, Underdog has a unique ability to create new, engaging products for the U.S. consumer. Underdog's products provide the best way to enjoy fun, approachable sports games. The company offers access to sports prediction markets, fantasy sports games, and a growing media network featuring former professional athletes, coaches, analysts, and the fastest breaking news. Underdog is built for and by sports fans to make sports more fun. For more information, visit underdogfantasy.com.