

INSPIRED ANNOUNCES KEY MARKET UPDATES

New York, October 2nd, 2017 - Inspired Entertainment, Inc. ("Inspired") (NASDAQ: INSE) today announces key product launches, deployments, and market updates.

Major Product Launches at G2E 2017

Inspired will return to G2E 2017 at booth #4130, where it will showcase its premium Virtual Sports products, including new 1st Down virtual American football, developed specifically for the US market. Inspired 1st down features the latest motion capture techniques and 3D animation and will launch in 2018.

Inspired will also debut its new curved screen cabinet at G2E, featuring an ultra High Definition touch screen and 4K technology. The cabinet will be the first ever 43" curved screen cabinet to become available in the UK B2/B3 market, launching Fall 2017.

Betfred Contract Renewal and Extension

Inspired has both renewed and extended its B2 B3 VLT contract with the UK's largest independent bookmaker, Betfred. Inspired and Betfred's existing B2 B3 VLT contract will be renewed for a further 5 years, with shops acquired from Ladbrokes Coral now added.

New Virtuals Content Live with BetFred

New Virtual Sports content from Inspired, including second and third channels of Rush Horses and Rush Greyhounds, is now live in venues across the Betfred retail estate. Inspired is currently delivering a brand new virtual race every minute on over 50% of Betfred venue screens and expects to be live in circa. 1,700 venues by the end of 2017.

Virtual Sports to go Live in Over 200 BoyleSports Venues

Premium Virtual Sports and Numbers Games from Inspired will become available in over 200 Boylesports venues in the Republic of Ireland in FY18.

Rush Football 2 Live with Bet365

3 streams of Inspired's premium football product, Rush Football 2 are now live with online operator, Bet365.

Virtual Sports Live With Betway via Microgaming Sportsbook

Inspired's premium Virtual Sports content is now available to Betway customers following an integration with Microgaming's sportbook. Premium Virtual Sports products from Inspired including Rush Horses, Football, Greyhounds, and Trotting are now available to Betway customers in the UK and Sweden. Inspired's award winning content is now available to all Microgaming customers.

Mobile Success

Inspired's Mobile and online business reports growing numbers of customers live with its premium slots content via its Virgo RGS including Gala Coral, Betfred, William Hill, Mr. Green, Bet 365, Leovegas, SkyBingo and MyBet.

Premium content from Inspired now available on mobile and online includes recently launched 2 Fat Cats, Leaders of the Freespins World, Centurion, Super Hot Fruits, Henry VIII, Atlantis, Rush BingGo!, Rush Dogs Go! among others.

Inspired Shortlisted for EGR Game of the Year Award

Inspired's 'Centurion Freespins' has been shortlisted for the EGR Game of the Year Award. The winner will be announced in October 2017.

Inspired's Nick Weil Named in Global Gaming Business' 40 Under 40

In recognition of his work in introducing Inspired's Virtual Sports products to American lotteries, Weil will be named in GGB's 40 under 40 at an Emerging Leaders Reception during G2E 2017.

About Inspired Entertainment, Inc.

Inspired is a global games technology company, supplying Virtual Sports, Mobile Gaming and Server Based gaming systems with associated terminals and digital content to regulated lottery, betting and gaming operators around the world. Inspired currently operates more than 25,000 digital gaming terminals and supplies its Virtual Sports products in more than 35,000 venues and on over 100 websites in 30 countries. Inspired employs over 800 employees in the UK and elsewhere, developing and operating digital games and networks.

Additional information can be found at www.inseinc.com.

Forward Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "anticipate",

"believe", "expect", "estimate", "plan", "outlook", and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These statements are based on Inspired's management's current expectations and beliefs, as well as a number of assumptions concerning future events.

Such forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside of Inspired's control that could cause actual results to differ materially from the results discussed in the forward-looking statements. Additional factors that could cause actual results to differ materially from those expressed or implied in forward-looking statements can be found in Inspired's most recent annual report on Form 10-K and subsequently filed quarterly reports on Form 10-Q and current reports on Form 8-K, which are available, free of charge, at the SEC's website at www.sec.gov.