

Introduction to Daily Fantasy Football on DraftKings

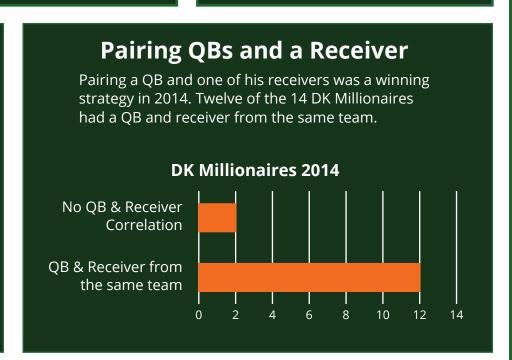
DraftKings NFL Roster Structure ■ QB Quarterback Running Back RB **Running Back ■ RB** Wide Receiver WR Wide Receiver WR Wide Receiver WR TE Tight End RB / WR / TE **FLEX DST** Defense / Special Teams In each contest, participants will be assigned a fixed salary cap of \$50,000 that they can use to draft their entire 9 player roster. Rosters must include players from at least 2 different NFL games.

| Scoring System | | |
|------------------------|----|--|
| OFFENSE | | |
| Passing TD | +4 | |
| 25 Passing Yds | +1 | |
| 300+ Passing Yds | +3 | |
| Interception | | |
| 10 Rushing Yds | +1 | |
| 100+ Rushing Yds | +3 | |
| 10 Receiving Yds | +1 | |
| Reception | +1 | |
| Receiving TD | +6 | |
| 100+ Receiving Yds | +3 | |
| Punt/Kickoff Return TD | +6 | |
| Fumble Lost | | |
| 2PT Conversion | +2 | |
| Fumble Recovery TD | +6 | |
| Full Scoring | | |

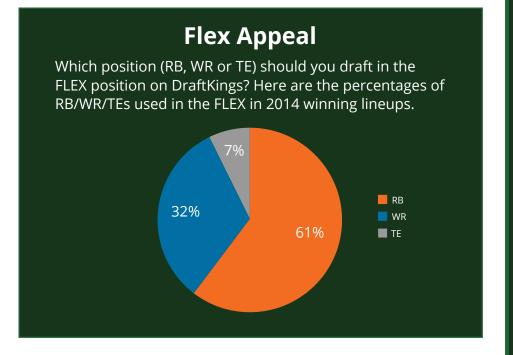
The Winning Formula

Average salary spent on each position in winning 2014 DraftKings lineups.

| Position | \$ Spent |
|-----------|----------|
| QB (x1) | \$7,379 |
| RB (x2) | \$6,050 |
| WR (x3) | \$5,502 |
| TE (x1) | \$5,050 |
| FLEX (x1) | \$5,776 |
| DST (x1) | \$3,087 |



Full Point Per Reception Scoring DraftKings awards a full point per reception (PPR), which increases the value of wide receivers in daily fantasy contests. Below are the Top 5 WRs from the 2014 NFL Season with their fantasy point totals in 1 PPR scoring, 0.5 PPR scoring and 0.0 PPR scoring. ■ 0.5 Points ■ 0 Points 1 Point 400 300 200 100 Demaryius Thomas (WR-DEN) Jordy Nelson (WR-GB) Dez Bryant (WR-OAL) Emmanuel Sanders (WR-DEN) Antonio Brown





Types of Daily Fantasy Contests on DraftKings

Guaranteed Tournaments

Guaranteed contests are large field games where the total cash prizes are guaranteed, regardless of whether or not the contest fills. These contests are typically the weekly featured games on DraftKings, including the weekly NFL Millionaire Maker.

Head-to-Head

One-on-one battles where the winner takes home all the cash. You can select head to head contests against other players in the DraftKings lobby or post your own contests for other players to find.

Leagues

Leagues are generally smaller field contests with a tournament-style payout structure. League contests will only run if they are filled to capacity. Entry fees are refunded if the contest doesn't fill.

Steps

Advance at each step by winning a ticket to the next level. Jump in at Step 1 for just \$2 and work your way to Step 4 for a huge payday!

Qualifiers

Qualifiers are contests where you can earn a ticket into a main event or championship. By winning a qualifier, you are automatically entered into the related main event. For example, you can win a spot in the World Fantasy Football Championships by entering a qualifier.

50/50 Contests

Are you better than half of your friends? Teams finishing in the top-half of the field will win cash no matter the number of entries.

Multipliers

Multiplier contests are similar to 50/50s because you can win double, triple or a higher multiple of your entry fee by cashing. These range from 3X to 5X or even 10X your entry fee if you finish in the money.

Beginner

A great place to get started at DraftKings – Beginner contests allow you the chance to play against other beginners in up to 50 contests for each sport. Once you've played in 50 for each sport, beginner contests will no longer be available for you to enter.





Key to Success

Three Stats to Start

Below are three key stats to look at when starting your daily fantasy research for DraftKings Fantasy Football Contests.

Defense vs. Position Stats

Which defenses struggle vs. QBs, RBs or Receivers? Defense vs. Position stats can be a great starting point for your research, giving you immediate insight into which players you should be targeting each week.

Targets and Opportunities

When choosing a running back or receiver, the name of the game is opportunities. The more chances a player has, as in carries for a running back or targets for a receiver, the safer his value in daily fantasy football contests will be.

Red Zone Stats

Finding players with big potential can be as easy as identifying which players are used most often in the red zone. A rushing or receiving touchdown is worth 6 points, so be sure to look at who gets the most chances near the goal-line!

Average Winning Score

Cash Games

Below is the average score that won money in head to head or 50/50 contests.

50/50 CONTEST

155.3

POINTS

HEAD TO HEAD

150.8

POINTS

Average Winning Score

Tournaments

Below is the average score that won money in tournaments.

TOURNAMENTS

208.1

POINTS

Highest Owned Players

Cash Games

Below are the highest owned players in cash games last season (H2H or 50/50)

| PLAYER | POS | TEAM(2014) | %OWNED |
|-----------------|-----|------------|--------|
| Le'Veon Bell | RB | PIT | 17.55% |
| LeSean McCoy | RB | PHI | 17.01% |
| Jordy Nelson | WR | GB | 16.65% |
| Kelvin Benjamin | WR | CAR | 15.57% |
| Jeremy Hill | RB | CIN | 15.30% |

Highest Owned Players

Tournaments

Below are the highest owned players in tournaments last season.

| PLAYER | POS | TEAM(2014) | %OWNED |
|-----------------|-----|------------|--------|
| Jordy Nelson | WR | GB | 14.76% |
| LeSean McCoy | RB | PHI | 13.32% |
| Le'Veon Bell | RB | PIT | 12.51% |
| Kelvin Benjamin | WR | CAR | 12.06% |
| Antonio Brown | WR | PIT | 11.61% |

Average Salary Spent by Position Cash Games

Below is the average salary spent on each position in H2H or 50/50 contests.

| POSIT | ION | \$-SPENT | |
|-------|------|----------|--|
| QB | (x1) | \$7,379 | |
| RB | (x2) | \$6,050 | |
| WR | (x3) | \$5,502 | |
| TE | (x1) | \$5,050 | |
| FLEX | (x1) | \$5,776 | |
| DST | (x1) | \$3,087 | |

Average Salary Spent by Position

Tournaments

Below is the average salary spent on each position in tournaments.

| POSIT | TION | \$-SPENT |
|-------|------|----------|
| QB | (x1) | \$7,363 |
| RB | (x2) | \$5,571 |
| WR | (x3) | \$5,822 |
| TE | (x1) | \$5,141 |
| FLEX | (x1) | \$5,697 |
| DST | (x1) | \$3,069 |



2015 NFL Season Predictions - Players

Top 5 Quarterbacks

| 1. Andrew Luck | IND |
|-------------------|-----|
| 2. Aaron Rodgers | GB |
| 3. Russell Wilson | SEA |
| 4. Drew Brees | NO |
| 5. Tony Romo | DAL |

Top 5 Running Backs

| 1. Adrian Peterson | MIN |
|--------------------|-----|
| 2. Eddie Lacy | GB |
| 3. Le'Veon Bell | PIT |
| 4. Jamaal Charles | KC |
| 5. C.J. Anderson | DEN |

Top 5 Wide Receivers

| 1. Antonio Brown | PIT |
|---------------------|-----|
| 2. Calvin Johnson | DET |
| 3. Demaryius Thomas | DEN |
| 4.Odell Beckham Jr. | NYG |
| 5. lordy Nelson | GB |

Top 5 Tight Ends

| 1. Rob Gronkowski | NE |
|---------------------|-----|
| 2. Jimmy Graham | SEA |
| 3. Greg Olsen | CAR |
| 4. Travis Kelce | KC |
| 5. Martellus Bennet | CHI |

Breakout Stars - Quarterbacks

| 1. Teddy Bridgewater | MIN |
|----------------------|-----|
| 2. Jameis Winston | TB |
| 3. Colin Kaepernick | SF |
| 4. Carson Palmer | ARI |
| 5. Derek Carr | OAk |

Breakout Stars - Running Backs

| 1. Mark Ingram | NO |
|-------------------|-----|
| 2. Justin Forsett | BAL |
| 3. Joseph Randle | DAL |
| 4. Tre Mason | STL |
| 5. Melvin Gordon | SDC |

Breakout Stars - Wide Receivers

| 1. Charles Johnson | MIN |
|--------------------|-----|
| 2. Eric Decker | NJY |
| 3. Percy Harvin | BUF |
| 4. John Brown | ARI |
| 5. Kevin White | CHI |

Breakout Stars - Tight Ends

| 1. Owen Daniels | DEN |
|----------------------------|-----|
| 2. Jordan Reed | WAS |
| 3. Heath Miller | PIT |
| 4. Austin Seferian-Jenkins | TB |
| 5. Ladarius Green | SD |



2015 NFL Season Predictions - Teams

| AFC East Predictions | | | NFC East Predictions | |
|-------------------------|------|---|-------------------------|------|
| 1. New England Patriots | 11-5 | | 1. Dallas Cowboys | 11-5 |
| 2. New York Jets | 8-8 | | 2. New York Giants | 10-6 |
| 3. Miami Dolphins | 8-8 | | 3. Philadelphia Eagles | 9-7 |
| 4. Buffalo Bills | 5-11 | 4 | 4. Washington Redskins | 2-14 |
| AFC South Predictions | | | NFC South Predictions | |
| 1. Indianapolis Colts | 14-2 | , | 1. Atlanta Falcons | 12-4 |
| 2. Houston Texans | 9-7 | 2 | 2. New Orleans Saints | 10-6 |
| 3. Tennessee Titans | 2-14 | 3 | 3. Carolina Panthers | 8-8 |
| 4. Jacksonville Jaguars | 2-14 | 4 | 4. Tampa Bay Buccaneers | 8-8 |
| | | | | |
| AFC North Predictions | | | NFC North Predictions | |
| 1. Pittsburgh Steelers | 12-4 | • | 1. Green Bay Packers | 14-2 |
| 2. Baltimore Ravens | 10-6 | 2 | 2. Minnesota Vikings | 10-6 |
| 3. Cincinnati Bengals | 9-7 | 3 | 3. Chicago Bears | 6-10 |
| 4. Cleveland Browns | 3-13 | 4 | 4. Detroit Lions | 6-10 |
| | | | | |
| AFC West Predictions | | | NFC West Predictions | |
| 1. Denver Broncos | 10-6 | , | 1. Seattle Seahawks | 12-4 |
| 2. San Diego Chargers | 8-8 | 2 | 2. Arizona Cardinals | 8-8 |
| 3. Kansas City Chiefs | 6-10 | 3 | 3. St. Louis Rams | 5-11 |
| 4. Oakland Raiders | 5-11 | 2 | 4. San Francisco 49ers | 3-13 |
| | | | | |

Playoff Predictions

AFC Title Game

New England Patriots (34)

@ Indianapolis Colts (27)

NFC Title Game

Seattle Seahawks (21)

@ Green Bay Packers (23)

SUPERBOWL

New England Patriots (31)

VS.

Green Bay Packers (34)