



State of New Jersey

OFFICE OF THE ATTORNEY GENERAL
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF GAMING ENFORCEMENT
1300 ATLANTIC AVENUE
ATLANTIC CITY, NJ 08401

PHILIP D. MURPHY
Governor

TAHESHA L. WAY
Lt. Governor

MATTHEW J. PLATKIN
Attorney General

MARY JO FLAHERTY
Interim Director

September 9, 2024

Internet Gaming Managers

Re: Due Diligence on Affiliate Marketing

Dear Internet Gaming Managers:

The Division of Gaming Enforcement ("Division") is requiring that all internet gaming and online sports wagering platform providers that contract with affiliate marketing providers complete and return the attached certification regarding their affiliate partners. This action is requested as part of the Division's ongoing review of every operator's good character, honesty, and integrity, pursuant to *N.J.S.A. 5:12-89b(1) and (2)*, incorporated by reference in *N.J.S.A. 5:12-92b*, as well as the obligation to comply with requests from the Division pursuant to *N.J.S.A. 5:12-80(b), (d), and (g)*.

In order to disseminate this request, the Division is requiring that you send the certification to each of your platform providers for completion. The enclosed certification needs to be returned by each platform provider to the Division by October 31, 2024, via email to DGEAffiliateCert@njdge.gov. Moving forward, the Division will require this certification to be submitted annually by December 31 of each calendar year. Reminder notifications will be sent but it is the obligation of you and your partners to ensure that the certifications are submitted within the prescribed timeline.

If you have questions, you can reach me at: michael.golub@njdge.gov or (609) 376-9529.

Sincerely,

Michael Golub
Deputy Attorney General
Division of Gaming Enforcement

c: Mary Jo Flaherty, Interim Director
Louis Rogacki, Deputy Director
Afshien Lashkari, Technical Services Bureau Chief
Ed Schroeder, Deputy Chief of Investigations

