

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

IN THE MATTER OF THE REQUEST OF
PLAYUP INTERACTIVE NJ, INC. FOR
FURTHER RELIEF IN CONNECTION WITH
NEW JERSEY HEAD OF OFFICE ROLE

ORDER PRN 0052405

WHEREAS, PlayUp Interactive NJ, Inc. (PlayUp) is an applicant for licensure as a casino service industry enterprise (CSIE); and

WHEREAS, prior to July 19, 2023, PlayUp had been providing online sports wagering services to New Jersey customers pursuant to transactional waivers issued by the Division of Gaming Enforcement (Division) in connection with a partnership with FR Park Racing, L.P., a racetrack sports wagering licensee and the operator of Freehold Raceway; and

WHEREAS, pursuant to Division Director Order No. 2577 dated July 19, 2023, the Division revoked all transactional waivers pertaining to PlayUp without prejudice to PlayUp reapplying for a transactional waiver in the future; and

WHEREAS, as of the July 19, 2023 issuance of Order No. 2577, PlayUp is not permitted to transact any future internet gaming or sports wagering related business with any New Jersey casino or racetrack but is required to pay amounts owed to patrons; and

WHEREAS, the position of Head of Office, to be held by a New Jersey-based casino key employee licensed individual, is critical to the operational integrity of an entity providing internet gaming or sports wagering; and

WHEREAS, by Division Director Order PRN 2302302 dated August 21, 2023, Daniel Simic (Simic), Global Chief Executive Officer of PlayUp and an applicant for qualification in connection with the CSIE licensure application of PlayUp, was permitted to assume the role of New Jersey Head of Office for PlayUp for the limited purposes of making required payments, including amounts owed to patrons, and as necessary in relation to restructuring efforts as they pertain to New Jersey operations, for a period not to exceed 30 days; and

WHEREAS, by Division Director Order PRN 2642303 dated September 20, 2023, Simic was further permitted to continue in the role of New Jersey Head of Office for PlayUp for the limited purposes of making required payments, including amounts owed to patrons, and as necessary in relation to restructuring efforts as they pertain to New Jersey operations, for an additional period not to exceed 30 days; and

WHEREAS, by Division Director Order PRN 2932302 dated October 20, 2023, Simic was again permitted to continue in the role of New Jersey Head of Office for PlayUp for the limited purposes of making required payments, including amounts owed to patrons, and as necessary in relation to restructuring efforts as they pertain to New Jersey operations, for an additional period not to exceed 30 days; and

WHEREAS, by Division Director Order PRN 3242302 dated November 21, 2023, Simic again was permitted to continue in the role of New Jersey Head of Office for PlayUp for the limited purposes of making required payments, including amounts owed to patrons, and as necessary in related to restructuring efforts as they pertain to New Jersey operations, for an additional period not to exceed 30 days, which period expired on December 20, 2023; and

WHEREAS, PlayUp continues to need the ability to monitor player accounts and satisfy withdrawal and cash out requests by New Jersey patrons; and

WHEREAS, PlayUp filed PRN 0052406 dated January 2, 2024, seeking further relief permitting Simic to continue to serve as the New Jersey Head of Office for PlayUp; it is hereby

ORDERED that based on the continued extenuating circumstances and for good cause shown, Simic is permitted to continue to assume the role of New Jersey Head of Office for PlayUp for the limited purposes of making required payments, including amounts owed to patrons, and as necessary in relation to restructuring efforts as they pertain to New Jersey operations for a period not to exceed 30 days from the date of this order; and it is further

ORDERED that the 30-day period may only be extended by Division Director Order upon the written request of PlayUp and upon a demonstration of further good cause.

Dated: January 11, 2024

Casino Licensing



DAVID REBUCK
DIRECTOR