



DIGITAL CREDIT UNION (DCU) PARTNERS WITH WILLOW TO SPONSOR ICC T20 CRICKET BROADCASTS

Inaugural Credit Union and Broadcaster Partnership Highlights U.S. Growth of Wildly Popular International Sport

MARLBOROUGH, Mass./BOSTON, Mass. (May 6, 2024) – Digital Credit Union (DCU) announces a partnership with Willow to sponsor U.S. broadcasts of widely followed International Cricket Council (ICC) Twenty20 (T20-format) Indian Premier League (IPL) cricket matches. DCU is a member-owned and run credit union that operates across the United States. Willow is the premier broadcaster of cricket in the U.S. and Canada, offering more live, streaming, and on-demand cricket than any other sports service.

The partnership supports the explosive growth of cricket in the U.S., which is now one of the world's top five cricket markets. Cricket World Cup matches will take place in the U.S. for the first time ever in June, highlighting the sport's growing popularity in North America.

Cricket enjoys widespread popularity among the broader affluent transplant communities in the United States, which represents a significant share of DCU's membership base, many of whom count themselves as cricket enthusiasts.

"This unique sponsorship underscores DCU's commitment to supporting the interests of our diverse member base," said Sue Burton Kirdahy, SVP, Experience, DCU. "We love celebrating the passions of our members and partners by actively supporting the experiences that unite us. In fact, we count a former professional cricket player among our employees and look forward to hosting watch parties for some matches led by our employee cricket experts. We are, as they say in cricket, an 'all-rounder,' and DCU's employees look forward to cheering on IPL and ICC matches with our fellow members."

"We are incredibly grateful for DCU's exceptional support, which reflects the strength and diversity of Willow's growing audience, largely comprised of a broader affluent international transplant diaspora in the U.S. and Canada," said Willow Chief Operating Officer Todd Myers. "With DCU's backing, this IPL season, viewers can look forward to an unparalleled viewing experience, promising exhilarating cricket action from the world's top talents."

ICC T20 matches are far shorter than traditional cricket matches, lasting about 3 ½ hours instead of all day. Introduced in 2003, the T20 format has become highly popular in the U.S. and abroad with both younger cricket viewers and newcomers to the sport.



DCU is a sponsor of Willow's May broadcasts of the IPL, featuring live match TV and digital video spots, along with other promotional features. Under the agreement with Willow, DCU's content will also be featured amid prominent matches during the ICC CWC broadcasts in June.

About DCU

DCU is a not-for-profit financial cooperative serving over 1 million members across all 50 states and Puerto Rico by offering a full range of financial services to both consumers and businesses. It has more than \$12 billion in assets under management. DCU membership is open to all and offers many benefits. For additional information, visit dcu.org.

About WILLOW

Willow is the premier destination for cricket in the United States and Canada, boasting the most comprehensive live, streaming, and on-demand cricket coverage available. Guided by its mission to make cricket globally accessible, Willow combines cricket's rich heritage with innovative broadcasting to offer an unmatched viewing experience.

Dedicated to excellence and innovation, Willow provides cricket enthusiasts with HD-quality live streaming, interactive scorecards, and extensive coverage from nearly every major cricket board and tournament worldwide.

Willow's TV network is available through top providers such as DISH, Sling, Fios, Spectrum, Xfinity, DIRECTV, and Optimum, and also offers a dedicated streaming app available on all major CTV devices, including Apple TV, Roku, Samsung Smart TVs, Amazon Fire TV, Xbox One, Android TV, Chromecast, Google TV, and more, ensuring fans never miss a moment of the action.

Explore the ultimate cricket experience at www.willow.tv.

Contacts

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