



Latitude 360 (LATX) Gets The Fast Track On Exploding Daily Fantasy Sports Market With “360 Fantasy Live”

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SALT LAKE CITY, UT, USA, July 16, 2015 /EINPresswire.com/ -- Having already achieved widespread success with its unique business model of luxury dining combined with several different forms of live entertainment, [Latitude 360 \(LATX\)](#) recently expanded its growing portfolio with the acquisition of Major League Fantasy, a market that has exploded.

Last year over 57. million Americans played [fantasy sports](#), and by the end of 2016 it is estimated that fantasy sports will make up a 6 to 10 billion dollar industry, with daily fantasy games accounting for a growing stake in those figures. With this move, Latitude 360, which currently trades at \$.52 cents per share, will enter into the multi-billion dollar industry of fantasy sports, boasting its own proprietary live fantasy game to take place in its restaurants, called “360 Fantasy Live”. MLF had recently tripled in size and popularity just as the daily fantasy sports market is booming.

The acquisition of MLF allows Latitude 360 to position itself as one of the first live, multimedia venues to offer in-house, high-stakes, competitive daily fantasy events. The “360 Fantasy Live” experience coincides with a major move by daily fantasy juggernaut DraftKings to partner with Los Angeles sports mega-plex the Staples Center to create a DraftKings bar and lounge where fantasy players can engage in the latest DraftKings games.

With the success of DraftKings and its rival, FanDuel, Yahoo(YHOO)recently decided the time was right to join the daily fantasy fray, launching its first ever daily format. While the company has long been one of the leaders in seasonal fantasy sports, their first entry into daily gaming marks an industry boom reflected in recent numbers that indicate over 55 million North Americans have engaged in fantasy sports this year alone.

Indeed, the “big games” will be taking place not only on Latitude 360’s TV screens, but also in its “VIP Rooms,” where the entry fee alone for its Fantasy Live games will max out at \$25,000. The company expects its patrons to partake in its high-stakes fantasy games while enjoying all of the amenities of the standard “360 Experience,” which includes a comedy club, cigar lounge, entertainment theater, bowling lanes, and more.

Latitude 360 remains a focused, driven company with several key components in place that are designed to build a loyal customer base, such as its “360 Club” membership program. “360 Fantasy Live” should prove to be yet another such endeavor for the company, as these events offer a unique,

live daily fantasy gaming experience unrivaled at any other establishments.

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