



## Caesars Entertainment & Turner Sports Announce Groundbreaking Agreement for Development of Gaming-Themed Sports Content & Caesars Sponsorship Opportunities

February 7, 2019

### Turner Sports to Develop First-of-its-Kind Bleacher Report Branded Studio in Las Vegas at the Iconic Caesars Palace Sports Book

LAS VEGAS, Feb. 7, 2019 /PRNewswire/ -- Turner Sports, an industry leader in the delivery of premium sports content, has reached a first-of-its-kind agreement with Caesars Entertainment (NASDAQ: CZR) to develop gaming-themed content for sports fans around the world. Known for hosting decades of sporting events, Caesars Palace Las Vegas will soon be home to a Bleacher Report branded studio originating from inside its legendary sports book.



# CAESARS ENTERTAINMENT®

The new branded B/R studio will be the central hub for the creation of a wide assortment of gaming-themed programming and editorial content to be regularly distributed through Bleacher Report and the B/R App. The B/R studio is currently in development, with additional details to be unveiled in the coming months.

"The sports gaming industry is rapidly growing and Turner is poised to be an industry leader in the development of gaming-themed content experiences," said **Lenny Daniels, President of Turner Sports**. "Gaming content will be a key driver for increasing fan engagement across all platforms, including time spent watching live sporting events and other criteria that impact television viewership. We're excited to form this groundbreaking relationship with Caesars, a proven leader in sports gaming, as we collaborate to deliver the best gaming-themed content experiences for our fans."

"Caesars Entertainment continues to redefine its role as a sports authority in the gaming-hospitality industry," said **Mark Frissora, President and Chief Executive Officer for Caesars Entertainment**. "Aligning with one of the most influential brands in all of sports media allows Caesars Entertainment to amplify its sports-gaming experience for guests across our global empire and also reach millions of fans who engage with Bleacher Report for premier content every day."

Caesars will also be prominently featured as a Bleacher Report gaming category partner including integration across a wide array of content offerings and distribution platforms. Caesars will also be a presenting sponsor of select programming airing across Turner's linear networks, in addition to opportunities for co-produced programming and events.

Bleacher Report is the #1 digital destination for millennial and Gen Z sports fans and is among the most influential brands in all of sports media for its ability to connect with fans at the intersection of sports and culture. B/R reaches more than 250 million fans each month across Facebook, Instagram and Twitter alone.

Aligning with Caesars Entertainment's 55 million Caesars Rewards loyalty program members exposes millions of people to the exclusive and exciting year-round sports and gaming opportunities.

#### About Turner Sports

Turner Sports, a division of Turner, is an industry leader in the delivery of premium sports content across all multimedia screens. Turner Sports' television coverage includes the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, *ELEAGUE* and professional golf, along with the UEFA Champions League and UEFA Europa League. The company also manages some of the most popular sports destinations

across digital and social platforms including Bleacher Report and its top-rated app, [NCAA.com](http://NCAA.com) and the critically-acclaimed NCAA March Madness Live suite of products, [PGA.com](http://PGA.com) and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA jointly manage NBA Digital, a robust collection of offerings including NBA TV, [NBA.com](http://NBA.com), NBA LEAGUE PASS, the NBA App and [NBAGLEAGUE.com](http://NBAGLEAGUE.com). Turner Sports recently launched B/R Live, a premium live streaming sports platform that serves as the central hub for both the discovery and consumption of live sports content. The new streaming service allows fans to find and watch their favorite sports content anywhere, anytime and on the screen of their choice.

#### **About Caesars Entertainment Corporation**

Caesars Entertainment is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Since its beginning in Reno, Nevada, in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars Entertainment's portfolio also includes the Caesars Entertainment UK family of casinos. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars Entertainment is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit, visit [www.caesars.com/corporate](http://www.caesars.com/corporate).

#### **Forward-Looking Statements**

This release includes "forward-looking statements" intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. You can identify these statements by the fact that they do not relate strictly to historical or current facts and by the use of words such as "will," "to be," "deliver" or other variations thereof or comparable terminology. These forward-looking statements are based on current expectations and projections about future events.

You are cautioned that forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties that cannot be predicted or quantified and, consequently, the actual results may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, but are not limited to, completion of the development of the B/R studio at expected costs and within the expected timeframe, growth in the sports gaming industry and our ability to respond to changes in the industry, prevailing economic conditions from time to time, receipt of any necessary approvals, and may include other factors described from time to time in Caesars' reports filed with the Securities and Exchange Commission.

You are cautioned to not place undue reliance on these forward-looking statements, which speak only as of the date of this document. Caesars undertakes no obligation to publicly update or release any revisions to these forward-looking statements to reflect events or circumstances after the date of this document or to reflect the occurrence of unanticipated events, except as required by law.

 View original content to download multimedia: <http://www.prnewswire.com/news-releases/caesars-entertainment--turner-sports-announce-groundbreaking-agreement-for-development-of-gaming-themed-sports-content--caesars-sponsorship-opportunities-300791976.html>

SOURCE Caesars Entertainment

Sal Petruzzi, Turner, [sal.petruzzi@turner.com](mailto:sal.petruzzi@turner.com); Nate Smeltz, Turner Sports, [nate.smeltz@turner.com](mailto:nate.smeltz@turner.com); Adrienne Prather-Marcos, Caesars Entertainment, [aprathermarcos@caesars.com](mailto:aprathermarcos@caesars.com)