



## Caesars Entertainment Expands Partnership with National Football League

April 15, 2021

### Caesars Becomes an Official Sports Betting Partner of the NFL and Renews Rights as Official Casino Sponsor of the NFL

LAS VEGAS and RENO, Nev., April 15, 2021 /PRNewswire/ -- Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars" or "the Company") will become an Official Sports Betting Partner of the National Football League as part of an agreement that extends the groundbreaking partnership in which the Company became the League's first-ever casino sponsor.



The multi-year agreement, beginning with the upcoming 2021 NFL season, strengthens the partnership between two organizations, allowing Caesars to leverage NFL marks within the sports betting category and activate around retail and online sports betting, as well as engage fans with NFL-themed free-to-play games.

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"We are thrilled to take our partnership with the National Football League to the next level," said Tom Reeg, CEO of Caesars Entertainment. "Sports betting and online gaming are the next frontiers for our industry, and we are committed to being where the players are. This expanded relationship allows us to introduce new ways for fans to play alongside their favorite teams, tied into our industry-leading Caesars Rewards program."

As an Official Sports Betting Partner, Caesars will integrate relevant sports betting content directly into NFL Media properties, including [NFL.com](https://www.nfl.com) and the NFL App. Caesars will partner with the League to create content and opportunities for engagement for both its legal [online sports betting](#) operations and its expansive retail sportsbook locations across the country.

"We're excited to expand our partnership with Caesars to include the fast-growing area of legalized sports betting," said Renie Anderson, Chief Revenue Officer and Executive Vice President of NFL Partnerships. "One of the world's largest gaming and entertainment companies, we look forward to continuing to work closely with Caesars to find new and innovative ways to engage with NFL fans."

Continuing as the Official Casino Sponsor of the NFL, Caesars retains its exclusive casino rights to use NFL trademarks in its marketing and provide unique experiences for NFL fans using its more than 50 casino properties, celebrity chefs, premier music artists, and a wide range of entertainment elements onsite. As the Official Casino Sponsor, Caesars will create tentpole activations at key NFL events, including the 2022 Pro Bowl and 2022 NFL Draft in Las Vegas and Super Bowl LIX in 2025 in New Orleans. The extended agreement also encompasses Caesars online iGaming applications where the Company will engage NFL fans beyond the traditional football season.

"Together, Caesars and the NFL are changing the way fans can experience football," said Eric Hession, Co-President of Caesars Sports & Online Gaming. "We will enable NFL fans to enjoy an enhanced experience at our casinos, in our sportsbooks, and online. Paired with the ability to earn Caesars Rewards credits and tier status that unlock incredible experiences, football season will be more exciting than ever."

In addition to its groundbreaking partnership with the NFL, Caesars Entertainment currently has relationships with seven individual NFL franchises, consisting of the Las Vegas Raiders, New Orleans Saints, Kansas City Chiefs, Indianapolis Colts, Baltimore Ravens, Atlanta Falcons, and Carolina Panthers, as well as sports media leader ESPN.

Caesars Entertainment shares the NFL's commitment to policies that protect the integrity of NFL games and protect consumers and will collaborate with the NFL on all aspects of this mission, including information sharing, advocacy efforts, and responsible gaming education.

#### About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment company in the U.S. and one of the world's most diversified gaming-

entertainment providers. Since its beginning in Reno, Nevada, in 1937, Caesars Entertainment has grown through the development of new resorts, expansions and acquisitions. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's®, Horseshoe® and Eldorado® brand names. Caesars Entertainment offers diversified amenities and one-of-a-kind destinations, with a focus on building loyalty and value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars Entertainment is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. For more information, please visit [www.caesars.com/corporate](http://www.caesars.com/corporate).

### Forward-Looking Statements

This press release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements include statements regarding our strategies, objectives and plans for future development or acquisitions of properties or operations, as well as expectations, future operating results and other information that is not historical information. When used in this press release, the terms or phrases such as "anticipates," "aiming," "believes," "projects," "plans," "intends," "expects," "might," "may," "estimates," "could," "should," "would," "will likely continue," and variations of such words or similar expressions are intended to identify forward-looking statements. Although our expectations, beliefs and projections are expressed in good faith and with what we believe is a reasonable basis, there can be no assurance that these expectations, beliefs and projections will be realized. There are a number of risks and uncertainties that could cause our actual results to differ materially from those expressed in the forward-looking statements which are included elsewhere in this press release. These risks and uncertainties include: (a) the possibility that post-closing regulatory approvals of the proposed acquisition of William Hill impose conditions or are not obtained; (b) risks related to the integration of the William Hill business with the operations of the Company; (c) the possibility that the anticipated benefits of the proposed acquisition of William Hill are not realized when expected or at all; (d) potential adverse reactions or changes to business or employee relationships resulting from proposed acquisition of William Hill; (e) risks associated with increased leverage resulting from debt financing undertaken in connection with the proposed acquisition of William Hill; (f) competitive responses to the acquisition of William Hill; (g) the effects of the COVID-19 public health emergency on the business and operations of the Company and William Hill; and (h) additional factors discussed in the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's most recent Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q as filed with the Securities and Exchange Commission. Other unknown or unpredictable factors may also cause actual results to differ materially from those projected by the forward-looking statements.

In light of these and other risks, uncertainties and assumptions, the forward-looking events discussed in this press release might not occur. These forward-looking statements speak only as of the date of this press release, even if subsequently made available on our website or otherwise, and we do not intend to update publicly any forward-looking statement to reflect events or circumstances that occur after the date on which the statement is made, except as may be required by law.

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