



Caesars Sportsbook Live on Mobile and Desktop in Kentucky

Sep 28, 2023

Sports fans 21 and older in the Bluegrass State can now wager, deposit and withdraw from the Caesars Sportsbook app and at Central Kentucky's only retail sportsbook

LEXINGTON, Ky.--(BUSINESS WIRE)--Sep. 28, 2023-- Following the launch of retail sports betting in Kentucky earlier this month, Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") today announced that its flagship sports wagering app, Caesars Sportsbook, is now available on mobile and desktop in the Bluegrass State. Sports fans can [download](#) the Caesars Sportsbook app on iOS and Android or visit caesars.com/sportsbook on desktop for a premier sports wagering experience with unmatched rewards.

"Building on the momentum from our grand opening of Caesars Sportsbook at Red Mile in Lexington earlier this month, we're thrilled to bring a full mobile sports wagering experience to Kentucky with the Caesars Sportsbook app," said Eric Hession, President of Caesars Digital. "Sports fans 21 and older across the commonwealth can responsibly enjoy the excitement of the Caesars Sportsbook app and its many features to make the most of their sports betting experience."

From livestreaming marquee sporting events and lightning-fast in-app scoreboards to quicker payouts, expanded in-play betting options, and user-friendly features that simplify the process of placing bets, the Caesars Sportsbook app offers a versatile and elevated sports wagering experience. In addition, Caesars Sportsbook ties sports betting to unmatched rewards via the industry-leading customer loyalty program, [Caesars Rewards®](#). Every wager placed in-person or via the Caesars Sportsbook mobile app earns Tier Credits that contribute to status and Reward Credits that can result in extraordinary Caesars Rewards experiences, discounted getaways at various Caesars destinations across the United States, bonus cash in the Caesars Sportsbook app, and world-class culinary experiences.

Starting today, new customers in Kentucky can take advantage of this special launch offer:

- **Bet \$50 and receive \$250 in Bonus Bets:**
 - Make a first bet of \$50 or more using promo code CZRGETE by Oct. 30
 - Receive \$250 in Bonus Bets (\$50 on the day the customer bets \$50, then four subsequent \$50 Bonus Bets every Monday thereafter)
 - See [Caesars.com/promos](https://caesars.com/promos) for full terms

On Sept. 7, Caesars celebrated its grand opening of Caesars Sportsbook at Red Mile Gaming & Racing in Lexington through its partnership with Keeneland and Red Mile. The more than 4,600-square-foot state-of-the-art Vegas-style sportsbook is Kentucky's premier retail sportsbook, featuring five betting windows, wall-to-wall flatscreen televisions, 16 self-service betting kiosks throughout the gaming floor and simulcasting areas. Sports fans 21 and older can visit Caesars Sportsbook at Red Mile from 10 a.m. to midnight on weekdays and 9 a.m. to midnight on weekends to wager on sports in person and make mobile account deposits and withdrawals for the Caesars Sportsbook app. Caesars' presence and partnerships in Central Kentucky reflect the company's commitment to horse racing and the evolving Caesars Racebook app, which is live in 18 states, including Kentucky. Caesars Sportsbook customers can enjoy special sign-up giveaways every Thursday through Sunday during Keeneland's Fall Meet, beginning on Oct. 6.

Caesars is an industry leader in responsible gaming and continues to emphasize responsible gaming education as Caesars Sportsbook and Caesars Racebook launch in new states. Earlier this year, the Company implemented an enhanced 21+ gaming policy that limits Caesars Rewards accounts to individuals 21 and older, where allowed by law, and limits all domestic gaming, pari-mutuel, sports, and iGaming options to those 21 and older. This 21 and older policy applies to all sports wagering operations conducted by Caesars Sportsbook in Kentucky.

For real-time industry updates and to join the empire of like-minded Caesars, players can engage with the Caesars Sportsbook social handle @CaesarsSports on Twitter, Instagram, and Facebook.

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 casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars®, Harrah's®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the Company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.® Gambling Problem? Call or text 1-800-GAMBLER. For more information, please visit www.caesars.com/corporate.

Responsible Gaming in Kentucky

Must be 21 or older to gamble. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-GAMBLER.

Offer Terms

Must be 21 or older and physically present in KY. New users only. Ends 10/30. Must register using eligible promo code. First bet after registration must qualify. Min. Bet: \$50. Each Bonus Bet expires 7 days after receipt. Void where prohibited. See Caesars.com/promos for full offer terms.

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