



## Caesars Entertainment Celebrates 35 Years of Responsible Gaming Leadership During Responsible Gaming Education Month

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LAS VEGAS--(BUSINESS WIRE)--Sep. 4, 2024-- Caesars Entertainment, Inc. (NASDAQ: CZR), the largest casino-entertainment company in the U.S., is celebrating 35 years of its pioneering Responsible Gaming program during Responsible Gaming Education Month this September. Caesars was the first commercial casino company to officially address problem gambling creating the industry's first Responsible Gaming program in 1989 when it introduced Project 21. Since then, the Company has been at the forefront of Responsible Gaming, launching the first national helpline for those experiencing gambling problems, implementing robust Team Member training, offering funding for organizations providing problem gambling resources and services, encouraging customers to use tools such as betting limits and self-exclusion policies, releasing national Responsible Gaming advertisements and more.

"Responsible Gaming is at the heart of our business and it's imperative that we provide the best resources for our guests to encourage safe play," said Tom Reeg, CEO of Caesars Entertainment. "Through the hard work of our Team Members over the last 35 years, we've innovated and invested to provide guests with various tools and education opportunities and championing industry change. We're proud to be a leader in Responsible Gaming and look forward to expanding our programming as the gaming industry evolves."

Through Caesars' PEOPLE PLANET PLAY framework, which provides guidance for the Company to ensure it is acting with integrity and care for its Team Members, communities and the environment, Caesars has implemented a myriad of Responsible Gaming initiatives over the last three decades, including:

- **Project 21:** In 1989, Caesars Entertainment introduced the "Project 21" program, which educated Team Members about their responsibility to deter underage gambling and the service of alcoholic beverages to minors.
- **Industry Recognition:** In 1990, Caesars was the first gaming company to have its CEO recognized by the National Council on Problem Gambling for lifetime contributions to responsible gaming.
- **Operation Bet Smart- All-Employee Responsible Gaming Training:** Since 1993, all Caesars Entertainment Team Members must complete problem gaming awareness and educational training.
- **First National Helpline:** In 1995, Caesars, in partnership with AT&T and the National Council on Problem Gambling, established the first national toll-free helpline for anyone needing assistance. Caesars was also the first casino company to promote that helpline through multiple customer communication channels.
- **Nationwide Self-Exclusion:** In 1999, Caesars became the first gaming company to offer a nationwide self-exclusion and self-restriction program. This policy allowed a guest to request that all privileges, including play privileges, be denied at any Caesars-owned, managed, operated and serviced properties.
- **Shaped Industry Code of Conduct:** Caesars developed the casino industry's first formal social responsibility Code of Commitment in 2000, which served as the model for the American Gaming Association's Code of Conduct.
- **First Mass Media Awareness Campaign:** In 2002, Caesars introduced the first television campaign focused solely on Responsible Gaming awareness.
- **First Ambassador Program:** More than 20 years ago, the Company launched the first Responsible Gaming Ambassador program. Today, the program includes more than 1,800 active Ambassadors in North America trained to assist guests who may not be gambling responsibly.
- **Accreditations from Third Parties:** In 2012, Caesars Windsor received the first casino accreditation under the Responsible Gambling Council's "RG Check" program.
- **Responsible Gaming Council:** Caesars formed an internal Responsible Gaming Council in 2012. The Council comprises seven senior leaders who oversee Responsible Gaming policies on behalf of the Company.
- **Betting Limits:** In 2013, Caesars introduced its first-ever online gambling product, offering guests the option to limit their bets and deposits.
- **Enhanced 21+ policy:** In 2023, Caesars adopted an enhanced 21+ gaming policy that prevents individuals under the age of 21 from using Caesars Rewards® and limits access to gaming products for individuals under the age of 21. No customers under 21 are permitted to wager on any Caesars Sportsbook, Caesars Racebook, or iGaming mobile apps.
- **Universal Exclusion:** In 2023, Caesars expanded its self-exclusion program by implementing the industry's most expansive universal exclusion policy. The policy applies across the Company's robust gaming portfolio and encompasses all of Caesars Entertainment's offerings, including Caesars Sportsbook, iGaming and brick-and-mortar facilities.
- **Expert Recognition:** In 2024, Caesars won the coveted Corporate Social Responsibility Award at the National Council on Problem Gambling's 2024 National Awards for its Universal Exclusion and enhanced 21+ policies.

Caesars Entertainment's goals regarding Responsible Gaming are simple and unequivocal: Caesars wants everyone who visits and gambles at its properties or through its online products to do so for the right reason – to simply have fun. The Company's initiatives intentionally span platforms, markets, audiences and mediums to ensure all players are aware of their options when it comes to safe play. For more information about Caesars Entertainment's Responsible Gaming program, please visit <https://www.caesars.com/corporate>.

#### **About Caesars Entertainment, Inc.**

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment company in the US 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. To review our latest CSR report, please visit [www.caesars.com/corporate-social-responsibility/csr-reports](http://www.caesars.com/corporate-social-responsibility/csr-reports). Know When To Stop Before You Start.® Gambling Problem? Call 1-800-GAMBLER. For more information, please visit [www.caesars.com/corporate](http://www.caesars.com/corporate).

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