



Caesars Sportsbook Has “Had Some Work Done” Ahead of Football Season

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New campaign featuring football legend Clay Matthews highlights the transformation of the Caesars Sportsbook app through years of product enhancements

LAS VEGAS--(BUSINESS WIRE)--Sep. 9, 2026-- Caesars Sportsbook has a confession to make heading into football season: it's had some work done.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260909956170/en/>



Quite a bit, actually.

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To spread the word, Caesars Sportsbook is launching a new advertising campaign featuring Clay

Matthews, who appears noticeably different after “having some work done” himself. In a series of spots, Matthews proudly embraces a dramatically enhanced new look inspired by today's makeover and “looksmaxxing” trends while showcasing a Caesars Sportsbook app that has gone through a transformation of its own.

The spots use Matthews' over-the-top makeover to spotlight how much the Caesars Sportsbook app has changed in recent years. Building on years of technology investments and product enhancements, Caesars Sportsbook enters football season with more ways to bet than ever before, including expanded wagering markets and innovative features like Flex Parlays and the Squad Builder in-app game.

*[*Click here](#) to view the launch spots and behind-the-scenes content**

*[**Click here](#) for downloadable still imagery***

“We've spent the last several years making significant investments in the overall Caesars Sportsbook app experience,” said Eric Hession, President of Caesars Digital. “A lot of bettors may remember an earlier version of the app. Football season felt like the perfect opportunity to showcase the quality of the experience today and the innovations we've introduced for sports fans.”

“I've done a lot of things throughout my career, but this was definitely a first,” said Clay Matthews. “The second I heard the idea, I was in. The makeup, the prosthetics, the whole concept was completely over the top, and we had a lot of fun bringing it to life.”

Developed alongside creative agency Fellow Kids and produced by Hungry Man, the campaign enlisted Oscar-nominated and Emmy-winning special effects studio Legacy Effects to bring Matthews' dramatic transformation to life. The spots will roll out nationally across television, digital, social media and other marketing channels throughout football season.

Heading into football season, Caesars Sportsbook is introducing features like Injury Protection and the Squad Builder in-app game, which gives fans more chances to earn Bonus Bets and Profit Boosts, alongside its most expansive menu of football betting markets. Caesars Sportsbook also continues to innovate with features like Flex Parlays that give players a chance to win even if one or two of their picks don't. Combined with [Caesars Rewards](#)® benefits and one of the most extensive sports betting footprints in North America, Caesars Sportsbook is giving fans more ways than ever to engage throughout football season.

Caesars Entertainment is an industry leader in Responsible Gaming, known for pioneering Responsible Gaming awareness and education. In 1989, Caesars became the first commercial casino company to address problem gambling by launching the industry's first Responsible Gaming program, Project 21. Today, the Company's commitment to ensuring all players are aware of Responsible Gaming resources remains steadfast and spans all of Caesars' digital platforms and world-class destinations in which it operates. Through personalized emails, push notifications and in-app messaging, Caesars helps connect players with Responsible Gaming resources, educational content and tools based on their engagement with the Company's online platforms.

Caesars Entertainment proudly enforces an enhanced 21+ gaming policy that prevents individuals under the age of 21 from using Caesars Rewards and restricts access to its gaming products for individuals under the age of 21. For more information about Caesars Entertainment's Responsible Gaming program, please visit www.caesars.com/corporate.

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

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Responsible Gaming

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Media Contacts:

Brad Harwood, bharwood@caesars.com
Dominic Holden, dholden@caesars.com

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