



Caesars Sportsbook and National Hockey League Renew Partnership

Mar 7, 2024

Partnership extension includes IP rights for League and team-inspired casino games across Caesars Digital iGaming platforms, exclusive experiences for Caesars Rewards members and more

LAS VEGAS--(BUSINESS WIRE)--Mar. 7, 2024-- Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") and the National Hockey League (NHL®) today announced a renewal of their United States partnership. The new, multiyear partnership extension retains Caesars' status as a Sports Betting and Gaming Partner of the NHL and, for the first time, provides Caesars Digital with access to League-owned intellectual property to build and promote NHL-branded iCasino games for its online casino platforms in North America, including the recently launched [Caesars Palace Online Casino](#).

This renewed agreement also provides access to VIP experiences for members of the industry-leading customer loyalty program, [Caesars Rewards®](#), and opportunities for visibility for Caesars Sportsbook and Caesars Rewards on national NHL broadcasts of Stanley Cup Playoff games in select Caesars markets. Additionally, Caesars will enjoy continued use of NHL team logos and imagery on the [Caesars Sportsbook](#) app and access to League Alumni and the Stanley Cup® for appearances.

"With the defending Stanley Cup Champions residing in our home city of Las Vegas, we have a front-row seat to the excitement and passion that the NHL provides," said Eric Hession, President of Caesars Digital. "This partnership extension with the League continues our efforts to build on that fan passion by bringing unforgettable experiences to all of our valued customers across both sports betting and online casino."

"Since the inception of our partnership with Caesars, together we have focused on innovative ways to engage our passionate fanbase," said Jason Jazayeri, NHL Vice President, Business Development. "We look forward to the next chapter of our relationship focused on delivering unparalleled access to our sport for NHL fans."

Caesars Sportsbook and Caesars iCasino platforms tie the excitement of sports betting and online casino play to unmatched experiences via Caesars Rewards for users 21 and older. Every wager placed rewards the bettor with Tier Credits for status and Reward Credits that can be used to unlock world-class Caesars Rewards experiences and discounted getaways at Caesars Entertainment destinations across the United States and Canada.

As the largest casino-entertainment Company in North America, Caesars Entertainment is an industry leader in Responsible Gaming and shares in the NHL's emphasis on Responsible Gaming education. The Company enforces an enhanced 21+ gaming policy that limits Caesars Rewards accounts to individuals over 21 and, where allowed by law, limits all domestic gaming, pari-mutuel, sports, and iGaming options to those 21 and older.

For real-time industry updates and to join the empire of like-minded Caesars, players can engage with the @CaesarsSports and @CaesarsCasino social handles on X (formerly Twitter), Instagram, and Facebook.

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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.

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 32 Member Clubs. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 191 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including ESPN, TNT Sports and NHL Network in the U.S.; Sportsnet and TVA Sports in Canada; Viaplay in the Nordics, Baltics, Poland and the UK; MTV3 in Finland; Nova in Czech Republic and Slovakia; Sky Sports and ProSieben in Germany; MySports in Switzerland; and CCTV5+ in China; and reaches fans worldwide with games available to stream in every country. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™; and on NHL.com, available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. NHL Productions develops compelling original programming featuring unprecedented access to players, coaches and League and team personnel for distribution across the NHL's social and digital platforms.

The NHL is committed to building healthy and vibrant communities using the sport of hockey to celebrate fans of every race, color, religion, national

origin, gender identity, age, sexual orientation, and socio-economic status. The NHL's Hockey Is For Everyone® initiative reinforces that the official policy of the sport is one of inclusion on the ice, in locker rooms, boardrooms and stands. The NHL is expanding access and opportunity for people of all backgrounds and abilities to play hockey, fostering more inclusive environments and growing the game through a greater diversity of participants. To date, the NHL has invested more than \$100 million in youth hockey and grassroots programs, with a commitment to invest an additional \$5 million for diversity and inclusion programs over the next year.

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