Penn National Gaming Announces Sports Betting Partnership With Sportradar for National Football League Data

July 1, 2020

WYOMISSING, Pa.--(BUSINESS WIRE)--Jul. 1, 2020-- Penn National Gaming, Inc. (NASDAQ: PENN) (“Penn National” or the “Company”) announced today that it has entered into a partnership with Sportradar, the global provider of sports data and content, to use official National Football League (“NFL”) data on the Company’s sports betting platforms. As part of the partnership, Penn National has the ability to offer a wide array of live, in-game wagering options on NFL games at its retail sports betting locations and on its Barstool Sportsbook app, which is expected to launch in the third quarter of 2020.

“We are thrilled to be partnering with Sportradar for NFL data in advance of the upcoming football season,” said Jon Kaplowitz, Senior Vice President of Penn National’s interactive gaming division. “Delivering official NFL data to our growing, loyal audience, including over 66 million Barstool fans and our 20 million casino customers, will provide tremendous wagering opportunities where we operate sports books across the country.”

The partnership will allow Penn National to use the official NFL play-by-play data feed for live in-game wagers on the Company’s sports betting platforms.

“Penn National is at the forefront of sports betting in the US, and we are delighted to extend our partnership to include official NFL data,” said Neale Deeley, Vice President of US Sales and Gaming, Sportradar. “We look forward to working together and providing a unique betting experience for their loyal customers during the upcoming NFL season and beyond.”

About Penn National Gaming

Penn National Gaming owns, operates or has ownership interests in 41 gaming and racing properties in 19 states and video gaming terminal operations with a focus on slot machine entertainment. We also offer live sports betting at our properties in Indiana, Iowa, Michigan, Mississippi, Nevada, Pennsylvania, and West Virginia. The Company will soon launch its Barstool Sports book app and products, allowing it to leverage the Barstool brand and marketing engine to drive meaningful market share, as the product is introduced across our leading customer loyalty program, mychoice, with 20 million casino customers and Barstool's audience of over 66 million loyal fans. In total, Penn National’s properties feature approximately 50,000 gaming machines, 1,300 table games and 8,800 hotel rooms. In addition, the Company operates an interactive gaming division through its subsidiary, Penn Interactive Ventures, LLC, which launched iCasino in Pennsylvania and, through strategic partnerships, operates online sports betting in Indiana, Pennsylvania and West Virginia.

About Sportradar

Sportradar is the leading global provider of sports data intelligence. Established in 2001, the company occupies a unique position at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs over 2,000 people in more than 30 locations around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,000 companies in over 80 countries and official partner of the NBA, NFL, NHL, MLB, NASCAR, FIFA and UEFA. We monitor, analyze and deliver insights from more than 400,000 matches annually across 60 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

Forward-looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements can be identified by the use of forward-looking terminology such as "expects," "believes," "estimates," "projects," "intends," "plans," "goal," "seeks," "may," "will," "should," or "anticipates" or the negative or other variations of these or similar words, or by discussions of future events, strategies or risks and uncertainties. Such statements are all subject to risks, uncertainties and changes in circumstances that could significantly affect the Company's future financial results and business. Accordingly, the Company cautions that the forward-looking statements contained herein are qualified by important factors that could cause actual results to differ materially from those reflected by such statements. Such factors include, but are not limited to, risks related to the following: (a) the timing of the launch of the Company’s sports betting app, which may be delayed; (b) the expected financial returns and benefits from the Company’s online and retail sports betting and iCasino products, including the benefits from the Company’s investment in Barstool Sports; (c) the impact of significant competition from other companies for online sports betting, iGaming and retail sportsbooks; (d) the magnitude and duration of the impact of the COVID-19 pandemic (including reoccurences) on capital markets, general economic conditions, unemployment, consumer spending and the Company's liquidity, financial condition, supply chain, operations and personnel; (e) the reopening of the Company's gaming properties are subject to various conditions, including numerous regulatory approvals and potential delays and operational restrictions and requirements (including mandated health requirements associated with COVID-19); and (f) other factors included in "Risk Factors" of the Company's Annual Report on Form 10-K for the year ended December 31, 2019, the Company's Quarterly Report on Form 10-Q for the quarter ended March 31, 2020, subsequent Quarterly Reports on Form 10-Q and Current Reports on Form 8-K, each as filed with the U.S. Securities and Exchange Commission. The Company does not intend to update publicly any forward-looking statements except as required by law. In light of these risks, uncertainties and assumptions, the forward-looking events discussed in this press release may not occur.

View source version on businesswire.com: https://www.businesswire.com/news/home/20200701005087/en/

Eric Schippers
Sr. Vice President – Public Affairs
610/378-8321

Source: Penn National Gaming, Inc.