



## **Penn National Gaming to Launch Barstool Sportsbook Mobile App in Illinois**

March 9, 2021

WYOMISSING, Pa.--(BUSINESS WIRE)--Mar. 9, 2021-- Penn National Gaming, Inc. (Nasdaq: PENN)("Penn National" or the "Company") announced today that the Illinois Gaming Board ("IGB") has approved the Company's application to offer online sports wagering in Illinois. The Company plans to launch its Barstool Sportsbook mobile app on iOS and android, as well as for desktop users, at 12:00pm CST on March 11<sup>th</sup>, 2021.

"We are extremely excited to launch our online Barstool Sportsbook in Illinois just as the college basketball regular season wraps up and bettors begin their preparations for March Madness," said Jay Snowden, President and CEO of Penn National. "Dan 'Big Cat' Katz started Barstool Chicago in 2012 and has worked with Chief, Eddie, Carl, and 'White Sox' Dave to develop a tremendous following across the state by covering all things Windy City through daily blogs and social media content, including the immensely popular 'Red Line Radio' podcast. As the only gaming operator with a fully integrated sports media and entertainment partner, our customers in Illinois will now be able to engage with these Barstool personalities through the online Barstool Sportsbook and enjoy their unique take on Chicago sports."

Penn National expects to offer a number of promotional bets during the launch of the mobile Barstool Sportsbook in Illinois, including odds boosts on the Cubs and White Sox to win the 2021 World Series, a \$1,000 risk-free bet after an initial deposit, and an array of wagering options related to the upcoming March Madness college basketball tournament, among others.

"On behalf of the Penn Interactive team and our partners at Barstool Sports, I want to thank the IGB for their approval of our online sports betting application," added Mr. Snowden. "Alongside our risk management and platform providers, Kambi and White Hat Gaming, we have developed an online sports betting app which is attracting new and existing Penn National customers as evidenced by our performance to-date in Michigan and Pennsylvania. We are eager to leverage the building momentum for the Barstool Sportsbook app with our launch in Illinois and the additional launches we have planned for 2021."

### **About Penn National Gaming**

With the nation's largest and most diversified regional gaming footprint, including 41 properties across 19 states, Penn National continues to evolve into a highly innovative omni-channel provider of retail and online gaming, live racing and sports betting entertainment. The Company's properties feature approximately 50,000 gaming machines, 1,300 table games and 8,800 hotel rooms, and operate under various well-known brands, including Hollywood, Ameristar, and L'Auberge. Our wholly-owned interactive division, Penn Interactive, operates retail sports betting across the Company's portfolio, as well online social casino, bingo, and iCasino products. In February 2020, Penn National entered into a strategic partnership with Barstool Sports, whereby Barstool is exclusively promoting the Company's land-based and online casinos and sports betting products, including the Barstool Sportsbook mobile app, to its national audience. The Company's omni-channel approach is bolstered by the mychoice loyalty program, which rewards and recognizes its over 20 million members for their loyalty to both retail and online gaming and sports betting products with the most dynamic set of offers, experiences, and service levels in the industry.

### **About Barstool Sports**

Founded in 2003 by David Portnoy, Barstool Sports is a leading digital sports, entertainment and media platform that delivers original content across blogs, podcasts, radio, video and social, supported by nearly 70 dedicated personalities. It benefits from its base of approximately 54 million monthly unique visitors, reaching an estimated 36% of males and 30% of females in the Millennial and Generation Z generations across the United States. In 2019, Barstool Sports grew by approximately 65%, delivering nearly \$100 million in revenue from digital and audio advertising, ecommerce, events, licensing and subscription.

### **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 magnitude and duration of the impact of the COVID-19 pandemic on capital markets, general economic conditions, unemployment, consumer spending and the Company's liquidity, financial condition, supply chain, operations and personnel; (b) the launch of the Barstool Sportsbook app is subject to regulatory approvals, which may be delayed; (c) the impact of significant competition from other companies for online sports betting; (d) the Company's ability to achieve the expected financial returns related to its Barstool Sportsbook app; (e) the risk of failing to maintain the integrity of the Company's information technology infrastructure and safeguard its business, employee and customer data in connection with the Company's online sports betting; (f) the Company's and its business partners' ability to obtain various regulatory approvals required to own, develop and/or operate the Barstool Sportsbook app may be delayed or may not occur; and (g) other factors included in "Risk Factors" of the Company's Annual Report on Form 10-K for the year ended December 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/20210309006006/en/): <https://www.businesswire.com/news/home/20210309006006/en/>

Eric Schippers  
Senior Vice President, Public Affairs  
Penn National Gaming  
610/373-2400

Joseph N. Jaffoni, Richard Land  
JCIR  
212/835-8500 or [penn@jcir.com](mailto:penn@jcir.com)

Source: Penn National Gaming, Inc.