



## **Penn National Gaming Expands Popular myheroes Program to Honor its Veteran, Active-Duty and First Responder Team Members**

May 20, 2022

WYOMISSING, Pa.--(BUSINESS WIRE)--May 20, 2022-- Penn National Gaming, Inc. (NASDAQ: PENN) ("Penn National" or the "Company") is pleased to announce the expansion of its exclusive my**heroes** program to recognize and engage the company's team members who are veterans, active-duty military or first responders. The team member-focused extension of the program strengthens Penn National's commitment to supporting our nation's heroes.

Launched in May 2021, my**heroes** is an exclusive, fully integrated extension of Penn National's industry leading my **choice** loyalty rewards program. my**heroes** provides our nation's active-duty military, veterans and first responder patrons and their chosen companion access to exclusive discounts, offers and unique events at Penn National's 44 properties in 20 states. In February, the Company dedicated \$100,000 to local veterans organizations and first responder groups in the jurisdictions where it operates to celebrate the milestone of 100,000 members enrolled. Since then, the program has grown to 125,000 members, who made more than two million trips to Penn properties over the last 12 months.

The new team member-focused component of the program will establish a network of ambassadors across the Company's portfolio who will work directly with their marketing and human resources teams to build promotional calendars and events around holidays, anniversaries, and celebrations honoring heroes at their properties. In addition, ambassadors will engage military, veteran, and first responder organizations within their local communities and find ways to partner and support their missions.

"On the anniversary of the launch of my **heroes**, we are proud to expand this multi-dimensional program to recognize Penn National team members who have served and sacrificed," said Jay Snowden, CEO and President of Penn National. "Our team has thoughtfully developed my **heroes** to ensure it is truly meaningful and best-in-class for the heroes in our communities, which includes our own team members. Broadening this already-successful program deepens our commitment to supporting service members, which continues to be a key priority for our Company."

More information on the program can be found at <https://www.mychoice.com/myheroes> and more information about Penn National's support for veterans can be found on its [corporate website](#).

### **About Penn National Gaming**

Penn National Gaming, Inc. (Nasdaq: PENN) is North America's leading provider of integrated entertainment, sports content and casino gaming experiences. A member of the S&P 500®, Penn operates 44 properties in 20 states, online sports betting in 13 jurisdictions and iCasino in five under a portfolio of well-recognized brands including Hollywood Casino®, L'Auberge®, Barstool Sportsbook® and theScore Bet®. Penn's highly differentiated strategy, which is focused on organic cross-sell opportunities, is reinforced by its investments in owned technology, including a state-of-the-art media and betting platform and an in-house iCasino content studio. The Company's portfolio is further bolstered by its industry-leading mychoice customer loyalty program, which offers its over 25 million members a unique set of rewards and experiences across business channels. Penn is deeply committed to fostering a culture that welcomes a diverse set of customers and dedicated team members. The Company has been consistently ranked in the top two as "Employer of First Choice" over the last nine years in the Bristol Associates-Spectrum Gaming's Executive Satisfaction Survey. In addition, as a long-standing good corporate citizen, Penn is also committed to being a trusted and valued member of its communities and a responsible steward of our finite natural resources.

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