



PENN Entertainment and ESPN Expand ESPN BET Sportsbook Brand to Ten Additional Properties

January 9, 2025

Wyomissing, Pa. (January 9, 2025) -- PENN Entertainment, Inc. ("PENN" or the "Company") and ESPN announced today that ten additional retail sportsbooks at key PENN properties will be rebranded to "ESPN BET Sportsbook" in early 2025 (subject to all regulatory approvals), increasing the total number of ESPN BET branded sportsbooks at PENN properties to 19. The new ESPN BET locations will serve customers across Pennsylvania, Colorado, Ohio, Iowa, Indiana, and West Virginia under PENN's popular Hollywood and Ameristar Casino brands.

The list of properties that will be rebranded as "ESPN BET Sportsbook" includes:



(Graphic: PENN Announces 10 New ESPN BET retail sportsbook locations)

- Ameristar Casino East Chicago – Indiana
- Hollywood Casino at Charles Town Races – West Virginia

- Ameristar Casino Hotel Council Bluffs – Iowa
- Hollywood Casino at Penn National Race Course – Pennsylvania
- Hollywood Gaming at Dayton Raceway – Ohio
- Hollywood Gaming at Mahoning Valley Race Course – Ohio
- Hollywood Casino at The Meadows – Pennsylvania
- Hollywood Casino York – Pennsylvania
- Ameristar Casino Resort Spa Black Hawk - Colorado
- Hollywood Casino and Hotel Lawrenceburg - Indiana

PENN's existing ESPN BET retail locations span properties in Kansas, Louisiana, Maryland, Michigan, and Ohio.

ESPN BET, the official sportsbook of ESPN, combines ESPN's industry-leading brand and multiplatform reach with PENN's deep sportsbook operational expertise. ESPN BET is currently available for online sports betting in 19 states.

About PENN Entertainment

PENN Entertainment, Inc., together with its subsidiaries ("PENN," or the "Company"), is North America's leading provider of integrated entertainment, sports content, and casino gaming experiences. PENN operates in 26 jurisdictions throughout North America, with a broadly diversified portfolio of casinos, racetracks and online sports betting and iCasino offerings under well-recognized brands including Hollywood Casino®, L'Auberge®, ESPN BET™ and theScore BET Sportsbook and Casino®. PENN's ability to leverage its partnership with ESPN, the "worldwide leader in sports," and its ownership of theScore, the top digital sports media brand in Canada, is central to the Company's highly differentiated strategy to expand its footprint and efficiently grow its customer ecosystem. PENN's focus on organic cross-sell opportunities is reinforced by its market-leading retail casinos, sports media assets, and technology, including a proprietary state-of-the-art, fully integrated digital sports and iCasino betting platform and an in-house iCasino content studio (PENN Game Studios). The Company's portfolio is further bolstered by its industry-leading PENN Play™ customer loyalty program, offering its 31 million members a unique set of rewards and experiences.

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," "look forward to," or "anticipates" or the negative or other variations of these or similar words, or by discussions of future events, strategies or risks and uncertainties. These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results, or performance. Therefore, you should not rely on any of these forward-looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks, uncertainties and other factors, including those factors described in PENN Entertainment's filings with the Securities and Exchange Commission (the "SEC"), including PENN Entertainment's current reports on Form 8-K, quarterly reports on Form 10-Q and its annual report on Form 10-K for the year ended December 31, 2023. Forward-looking statements speak only as of the date they are made and, except for PENN Entertainment's ongoing obligations under the U.S. federal securities laws, PENN Entertainment undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.