



PENN Entertainment Partners with Birches Health to Expand Responsible Gaming Resources within its Online Gaming Platforms

March 31, 2026

WYOMISSING, Pa., (March 31, 2026) -- PENN Entertainment ("PENN" or the "Company") announced today a new partnership with Birches Health, a leading online behavioral health services provider, to integrate new Responsible Gaming ("RG") resources into its online gaming platforms, theScore Bet and Hollywood Casino. Patrons in the U.S. now have access to RG focused content created by Birches Health and tailored to theScore Bet and Hollywood Casino users.

"Responsible Gaming is always our highest priority, and we're thrilled to partner with Birches Health and expand the library of resources our players can access through our gaming apps," said Adam Kates, Vice President, Compliance, PENN Interactive. "Birches is a leader in the behavioral addiction treatment space, and their curated content helps destigmatize gambling addiction and provides players information on identifying and treating problem gaming."

Birches Health also offers specialized behavioral addiction treatments, including online counseling programs focused on sports betting and gambling, along with additional resources to support responsible play.

"PENN's partnership with Birches Health showcases innovation in player protection at scale," stated Birches Health founder and CEO Elliott Rapaport. "We are excited to support them and their users with specialized content, educational initiatives and streamlined access to our specialized support services."

Services, including problem gambling assessments, articles on responsible gaming, information on addiction counseling, and more, can be found through the RG tools section of a player's profile within the app, or by visiting [this page](#).

PENN's commitment to Responsible Gaming is deeply embedded across all levels of the organization. Under the leadership of its corporate RG Committee, PENN maintains a comprehensive RG framework that is continually evaluated and strengthened to ensure responsible gaming drives all decision making and remains top of mind.

About PENN Entertainment

PENN Entertainment, Inc., together with its subsidiaries ("PENN," or the "Company," "we," "our," or "us"), operates in 27 jurisdictions throughout North America, with a broadly diversified portfolio of casinos, racetracks, and online sports betting and iCasino offerings. PENN's focus is on organic cross-sell opportunities, reinforced by its market-leading retail casinos, sports media assets and technology, including a proprietary state-of-the-art, fully integrated digital sports betting and iCasino platform, and an in-house iCasino content studio. The Company's portfolio is further bolstered by its industry-leading PENN Play™ customer loyalty program, offering its over 33 million members a unique set of rewards and experiences.

About Birches Health

Birches Health is the leading national clinical provider of specialized treatment for gambling addiction, covered by insurance and state funding. Birches Health's mission is to provide convenient, comprehensive care and resources for individuals facing challenges related to gambling disorder and other behavioral addictions. For more information, visit bircheshealth.com.

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