

## Kenny Mayne Joins Caesars Sportsbook as Content Contributor and Brand Ambassador

Mayne will create original content that will entertain and delight Caesars Sportsbook bettors

LAS VEGAS and RENO, Nev. (Sept. 14, 2021) – Popular sports media personality Kenny Mayne will bring his unique blend of wit, humor, and storytelling to Caesars Sportsbook in his role as Content Contributor and Brand Ambassador. Beginning today, Mayne will write, produce, and deliver original sports betting content that will be shared on Caesars’ social and other media channels, while also making live event and commercial appearances.

“I am truly excited about this opportunity with Caesars,” Mayne said. “I don’t think anyone could have written a better job description for what I’ll be doing. In fact, I got to help write the job description. Our intent is to do some fun things related to Caesars Sportsbook, the history of Caesars, and the sports bettors who engage with Caesars.”

Mayne is no stranger to the Empire. While being recruited to play football at UNLV, his first stop was Caesars Palace, and a year later, he served as an usher at Caesars for the 1980 Larry Holmes-Muhammad Ali heavyweight championship bout.

“Now I’m back at Caesars,” Mayne said. “It’s like one of those stories you read about on the Internet about a dog that gets lost and finds his way back thousands of miles on foot. Who doesn’t love dogs? Who doesn’t love home dogs?”

*[Here’s more on Mayne’s return to his adopted hometown of Las Vegas and Caesars](#)*

After playing quarterback at UNLV for two years, Mayne signed with the NFL’s Seattle Seahawks as a free agent in 1982, but his career was cut short by an ankle injury. He then embarked on a long and distinguished broadcasting career that includes 27 years at ESPN, where he entertained audiences with his offbeat look at the world of sports. In addition to anchoring SportsCenter, he delivered memorable feature content on vehicles like “The Mayne Event” for NFL Sunday Countdown and “Kenny Mayne’s Wider World of Sports” on ESPN.com. For many years, he hosted ESPN’s horse racing broadcasts, earning the Old Hilltop Award in 2006 for excellence in covering thoroughbred racing from the Maryland Horse Breeders Association. This summer, he anchored a nightly show during the Olympics on Peacock, NBC’s streaming service.

“We are thrilled to welcome Kenny back to the Empire,” said Chris Holdren, co-president of Caesars Digital, a division of Caesars Entertainment. “There is nobody that looks at the world of sports quite like Kenny, and we believe his vision for storytelling perfectly aligns with our mission of treating sports fans like royalty.”

Caesars Sportsbook and Casino brand features the industry-leading loyalty program, Caesars Rewards, allowing members to earn credits with every wager. Caesars Sportsbook leads in market access for legalized sports betting and has the most retail locations in the U.S. The mobile app offers expansive wagering options, including live in-game betting, as well as a safe and easy payment process. Caesars is the official casino sponsor and an official sports betting partner of the NFL. The Company also has partnerships with the NBA, NHL, MLB, and several individual teams, while being the exclusive odds provider for ESPN and CBS Sports. For refreshing, real-time industry updates and to join the empire of like-minded Caesars, players can engage with the Caesars Sportsbook handle @CaesarsSports on Twitter, Instagram, and Facebook.

### About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment Company in the U.S. and one of the world’s most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.’s resorts operate primarily under the Caesars®, Harrah’s®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the Company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-522-4700. For more information, please visit. [www.caesars.com/corporate](http://www.caesars.com/corporate).

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