

National Football League Selects Caesars Entertainment As First-Ever Official Casino Sponsor

Landmark sponsorship is the first-ever national casino agreement for the NFL

Caesars Entertainment will provide unique experiences for NFL fans by engaging its casino properties, celebrity chefs, premier music artists and a wide range of entertainers

NEW YORK and LAS VEGAS, Jan. 3, 2019 /PRNewswire/ -- The National Football League today announced they have selected Caesars Entertainment Corporation (NASDAQ: CZR) as the first-ever Official Casino Sponsor of the NFL.

Beginning with the upcoming 2019 NFL playoffs, this multi-year sponsorship is focused on Caesars providing unique experiences for NFL fans by using its casino properties, celebrity chefs, premier music artists and a wide range of entertainment elements.

Caesars will have the exclusive right to use NFL trademarks in the United States and the United Kingdom to promote Caesars casino properties and activate at key NFL events including the Super Bowl and NFL Draft.

"We couldn't be more excited to work with one of the world's largest gaming and entertainment companies," said Renie Anderson, Senior Vice President, NFL Partnerships, Sponsorship and Consumer Products. "Combining the NFL with Caesars' expertise in world class entertainment will provide our fans unique experiences both here in the United States and abroad."

"All of us at Caesars Entertainment are thrilled to be the first-ever casino partner of the NFL, the most prominent sports league in North America," said Mark Frissora, President and CEO of Caesars Entertainment. "Combining the league's 180 million fans with our 55 million Total Rewards loyalty program members will expose millions of people to the exclusive and exciting year-round opportunities at our properties."

Seven NFL Clubs have relationships with Caesars Entertainment, including the Falcons, Ravens, Bears, Colts, Saints, Raiders and Eagles. These partnerships, along with the new League deal, are for the Casino category only and do not include sports betting, daily fantasy or hotels/resorts.

Caesars, alongside other properties on the world-famous Las Vegas Strip, will host elements of the 2020 Draft in coordination with the City of Las Vegas to help create this historic event.

About Caesars Entertainment Corporation

Caesars Entertainment is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Since its beginning in Reno, Nevada, in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars Entertainment's portfolio also includes the Caesars Entertainment UK family of casinos. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars Entertainment is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit, visit www.caesars.com/corporate.

SOURCE Caesars Entertainment

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