

CAESARS SPORTSBOOK WINS MARKETING CAMPAIGN & SPONSORSHIP OF THE YEAR AT 2022 SBC NORTH AMERICA AWARDS

Best-in-class sportsbook honored in its first year of operation



LAS VEGAS (July 15, 2022) – Last night, Caesars Sportsbook, a division of Caesars Entertainment, Inc. (NASDAQ: CZR) (“Caesars”), claimed the Marketing Campaign & Sponsorship of the Year award at this year’s SBC North America Awards. The ceremony, which took place in New York City, was accepted by Caesars Sportsbook Senior Vice President and Chief Development Officer, Dan Shapiro, and other representatives.

“It’s an honor to be recognized for the storytelling we’re doing with our campaigns and the partnerships we’ve established since our launch,” said Shapiro. “Sports are about emotional connections and we’ve set out to build a brand that connects with sports fans on that level. This recognition is a testament to the incredible work by our Team Members and the great partners we have. We look forward to building on Caesars Sportsbook’s success while continuing to entertain.”

Caesars overcame the challenge of launching a new brand in the highly competitive sports betting category following its acquisition of William Hill and subsequent launch of Caesars Sportsbook. Its marketing efforts and campaigns leveraged the legacy that Caesars has in sports while utilizing a new technology platform and creating a unique and differentiated marketing campaign that broke through to deliver strong results.

The campaign, starring actor JB Smoove as Caesar, Halle Barry as Cleopatra, the royal family of football Archie, Peyton, Eli, and Cooper Manning, sports personalities Trey Wingo and Kenny Mayne, comedian Patton Oswalt, and other sports legends has been a key driver for Caesars Sportsbook’s success. The rollout of the campaign centered around the 2021-22 National Football League season and culminated with the first-ever Super Bowl ad by the brand and the first-ever responsible gaming ad spot to air during NFL games and around the Super Bowl, starring the Mannings.

The SBC Awards recognize the achievements of operators, affiliates, and suppliers from all major disciplines in sports betting and gaming.

Caesars Sportsbook is currently live in 24 states and jurisdictions—18 of which are mobile—and operates the most retail sportsbooks across the country. For more information about Caesars Entertainment’s responsible gaming initiatives and/or Caesars Sportsbook, please visit www.caesars.com/corporate.

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 gaming-entertainment providers. 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®, Horseshoe® and Eldorado® brand names. Caesars Entertainment offers diversified amenities and one-of-a-kind destinations, with a focus on building loyalty and value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars Entertainment is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. If you think you or someone you care about may have a gambling problem, call 1-800-522-4700. For more information, please visit www.caesars.com/corporate.

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