

## Caesars Sportsbook Named Official Sports Betting Partner of the Memphis Grizzlies

Multiyear partnership includes marketing assets, a Caesars Sportsbook Lounge opening in FedExForum for the 2022-23 season, and more

LAS VEGAS and MEMPHIS, TN (August 3, 2022) – Caesars Entertainment, Inc. (NASDAQ: CZR) (“Caesars”) and the Memphis Grizzlies today announced a multiyear partnership to make Caesars Sportsbook an Official Sports Betting Partner of the team. The partnership includes unique game day promotions and the opening of a Caesars Sportsbook Lounge on the main plaza for all events at FedExForum where Caesars Sportsbook users can enjoy the mobile app together.



In addition to access to official Grizzlies logos and marks, this relationship also expands Caesars Sportsbook’s already-established footprint in Tennessee while building upon Caesars’ legacy in the region through its offering of premium entertainment experiences nearby at top gaming destination, Horseshoe Tunica.

“The Memphis Grizzlies are an exciting young NBA team, and it’s great to announce this partnership ahead of what should be a special season for the franchise,” said Chris Holdren, Co-President of Caesars Digital. “Tennessee is an important state for us, filled with passionate sports fans. We embrace the chance to strengthen our connection in the Memphis area through the legacy of our nearby resort, Horseshoe Tunica. This collaboration allows us to engage more sports fans while bringing them experiences they can’t get anywhere else.”

The Chris Vernon Show, The Odds Couple, the GCM Pick 'em Panel, and other shows on Grind City Media will all feature Caesars Sportsbook as a Presenting Partner. Caesars Sportsbook will also enjoy TV visible, fixed in-game signage throughout FedExForum, and presenting entitlement of the Grizzlies’ pre-game and post-game radio broadcasts in addition to various digital and social media assets.

“We are thrilled to partner with Caesars Sportsbook, one of the biggest names in sports and entertainment,” said Memphis Grizzlies President Jason Wexler. “The alignment of Caesars Sportsbook with Grind City Media digital shows, content, and features will enhance our continued development and execution of best-in-class content for all sports fans to enjoy. We also look forward to the opportunity to welcome our fans to FedExForum to visit the newly rebranded Caesars Sportsbook Lounge to watch their favorite sports programming or for hosting a private event.”

On behalf of this partnership, Tennessee sports bettors now get access to additional unmatched rewards through the industry-leading loyalty program, [Caesars Rewards](#). With more than 65 million members, Caesars Rewards is the largest loyalty program in the gaming industry, bar-none, and Caesars Sportsbook is the only sports betting app that rewards bettors with unforgettable experiences with every bet they place.

Caesars Sportsbook bettors can redeem Reward Credits for exclusive benefits within the Caesars portfolio of resorts and partnerships, including free or discounted stays at resorts, trips to the famous Las Vegas Strip, world-class dining experiences, and more. Access to invitation-only events with the Grizzlies, VIP hospitality at FedExForum, Grizzlies merchandise, and more are also available through this partnership.

The Caesars Sportsbook app is available for [download](#) on iOS or Android for eligible sports fans in Tennessee. Caesars Sportsbook is a Proud Partner and Authorized Sports Betting Operator of the NBA. For real-time industry updates and to follow the Caesars empire, players can engage with the Caesars Sportsbook social 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). Must be 21 or older to gamble. Know When To Stop Before You Start.® Gambling Problem? Call or text the Tennessee REDLINE at 1-800-889-9789.

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