



Bally's Interactive launches Bally Bet Sportsbook app in Ohio in partnership with the Cleveland Browns

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Partnership agreement will also include Bally Bet Retail Sportsbook in reimagined sports bar concept at Harry Buffalo location in downtown Cleveland alongside restaurateur Bobby George

PROVIDENCE, R.I., September 9, 2023 --Bally's Interactive, the digital and sports betting division of Bally's Corporation (NYSE: BALY), together with the Cleveland Browns, are excited to announce the launch of the all-new Bally Bet Sportsbook app in Ohio, which coincides with the start of the Browns' 2023 season. The new app, built in collaboration with White Hat Gaming and Kambi Group – two of the world's most established and trusted gaming technology companies – features tried and tested technology that will provide Browns and sports fans throughout Ohio with an optimal sports betting experience. From spread, money line, and total bets, to same game parlays and more, all the features that customers love are now available and easy to access, making Bally Bet a top choice in Ohio for sports wagering. The agreement also includes plans for a first-of-its-kind sportsbook location in partnership with Bobby George and Ethos Hospitality.

To celebrate the launch, Bally Bet is giving every new customer who downloads and registers in the app during opening weekend of the season automatic entry into a chance to win two premium tickets to the next Browns home game. Additionally, to welcome sports fans new to the app or sports betting more broadly, Bally Bet is offering new customers a "Second Chance Bet" up to \$100. If a customer places their first bet up to \$100 and loses, Bally Bet will refund their loss with "Bonus Money," giving them the opportunity to place a second bet of equal value.

Bally's and the Browns' partnership with Cleveland restaurateur Bobby George will be to launch a new Bally Bet Sportsbook lounge within a reimagined sports bar concept from George and his Ethos Hospitality Group at the current downtown Harry Buffalo location on East 4th Street in Cleveland. Further details will be provided at a later date, but Bally's, the Browns and George are excited for what the reimagined restaurant and the unique retail sportsbook will offer Browns fans as a location where they can place their bets in person and watch games together.

Brett Calapp, COO, North America Interactive, said, "We are very proud to launch the all-new Bally Bet Sportsbook app in Ohio, a state with a coveted sports history and a legion of loyal fans. We are also excited to continue our partnership with the Cleveland Browns and add a new partnership with Bobby George ensuring that Browns fans receive the most enhanced and engaging sports betting experience throughout the season."

In addition, Bally Bet is looking forward to engaging Browns fans throughout the season, including more premium ticket promotions, autographed merch giveaways, VIP experiences, and exclusive content, plus fan activations in and around the stadium and a strengthened social presence with Browns fans.

"We're excited to expand on our long-term partnership with Bally's Interactive and help them launch Bally Bet in Ohio, which will provide Browns fans and sports fans across the state with unique and interactive sports betting opportunities," said Haslam Sports Group Executive Vice President and Chief

Operating Officer Dave Jenkins. "Not only will fans be able to utilize the Bally's Bet app to wager on sports events in Ohio, we're working towards opening the new Bally Bet Sportsbook lounge alongside Bally Bet and Bobby George at an outstanding central downtown location that will create another way to engage with fans and provide them even more unique experiences through the Browns and Bally's partnership."

"The synergies of putting three world class organizations together will set a new standard in hospitality. We are proud to bring that to Cleveland," said Bobby George.

Timing for the opening of the Bally Bet Sportsbook and Bobby George's restaurant concept will be announced soon, but in the meantime, Browns fans can head to the Harry Buffalo, Barley House, Town Hall and Bobby George's other establishments to experience his unique hospitality and cheer the Browns on. Bally's Interactive will also be partnering with Bobby George for exciting fan-facing activations on gameday throughout the season.

Bally's Interactive and the Cleveland Browns have worked closely with sports betting regulators in Ohio to ensure a responsible and timely launch of Bally Bet. 21+. If you or someone you know has a gambling problem and wants help, call the Ohio Problem Gambling Helpline at 1-800-589-9966.

### **About Bally's Interactive**

Bally's Interactive is the digital and sports betting division of Bally's Corporation (NYSE: BALY). Established in 2021, Bally's Interactive powers the company's omnichannel platform, providing an unmatched ecosystem of products across the sports betting, iGaming, and free-to-play spectrum. Brands include online sportsbook Bally Bet, the online Bally Casino, free-to-play game developer SportCaller, fan engagement platform Telescope, the famed pro beach volleyball tour AVP, and pioneering poker livestream Live at the Tropicana. Visit [ballys.com](http://ballys.com) for more information.

### **About Bally's Corporation**

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence of Online Sports Betting and iGaming offerings. It currently owns and manages 15 casinos across 10 states and a horse racetrack in Colorado, and has access to OSB licenses in 18 states. It also owns Bally's Interactive International, formerly Gamesys Group, a leading, global, online gaming operator, Bally Bet, a first-in-class sports betting platform, and Bally Casino, a growing iCasino platform.

With 10,500 employees, the Company's casino operations include approximately 15,000 slot machines, 600 table games and 5,300 hotel rooms. Upon completing the construction of a permanent casino facility in Chicago, IL, and a land-based casino near the Nittany Mall in State College, PA, Bally's will own and/or manage 17 casinos across 11 states. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

### **About Bobby George & Ethos Hospitality**

A titan in business, Bobby George leads Ethos Hospitality Group with unmatched zeal. With a legacy of over two dozen businesses and a robust team of 3,000+, George has significantly elevated Ethos' portfolio. His mastery extends from cutting-edge restaurants to diverse investments spanning Ohio to Florida. George is best known for his world-class concept development in the restaurant industry.

