

# Bally's brings the American Gaming Experience to the UK

London 14 September: *Gamesys Operations Limited*, a Bally's Corporation Company, announces the launch of the state-of-the-art online casino brand in the UK: [BALLY CASINO](#).

Building on the prominent and well-established Bally's brand in the United States, the launch of Bally Casino in the UK brings a fresh new brand to the igaming market.

Although a UK launch, it has been a global effort with 28 teams in five different time zones working together.

*Bally's Interactive* is the digital arm of **Bally's Corporation**, a world-renowned entertainment company, with millions of players spread across digital platforms and traditional casino venues.

The Bally's brand has a rich history spanning over 75 years in entertainment and has now brought the American Gaming Experience to the UK. Bally Casino is committed to being **big on entertainment, big on rewards and big on service**.

Bally's has extensive experience in the entertainment space and has brought together past learnings, complimented by fresh thinking in the development of [www.ballycasino.co.uk](http://www.ballycasino.co.uk). The site will bring a vast array of exciting games and make the customer experience second to none.

Bally Casino UK replaces MEGAWAYS Casino, which will complete its decommission on 17 September.

## **About Bally's**

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, 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, and Bally's Management Group, owner of the brands Bally Bet, a first-in-class sports betting platform, and Bally Casino, a growing iCasino platform.

With 10,500 employees, Bally's casino operations include approximately 15,000 slot machines, 600 table games, and 5,300 hotel rooms. Upon completing the construction of a temporary casino facility in Chicago, 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".

Bally's also has a Foundation which was set up as an over two years ago and is an independent charity organised by Bally's Corporation

<https://www.ballysfoundation.org/>