



NEWS RELEASE

Bally's Interactive Launches Bally Bet Sportsbook App in Maryland *Proudly Partners with Minority Partner UJIMA for the Launch*

July 31, 2024 -- Bally's Interactive, the digital and sports betting division of Bally's Corporation (NYSE: BALY), is thrilled to announce the launch of the Bally Bet Sportsbook app in Maryland.

The Bally Bet Sportsbook app offers a seamless and enjoyable sports betting experience for sports fans throughout Maryland. Built in collaboration with White Hat Gaming and Kambi Group, two renowned gaming technology companies, it provides a wide range of betting options, including spread, money line, total bets, in-game betting, and same game parlays. Bally Bet delivers all the features customers love, making it the top choice for sports wagering in Maryland.

Maryland has been a market leader when it comes to supplier diversity and strategic minority investing opportunities. Bally's Interactive is proud to have their minority partner UJIMA to ensure that the operations reflect the state's commitment to diversity and inclusion.

In addition to Maryland, the Bally Bet Sportsbook is available in eight states, including Arizona, Colorado, Indiana, New York, Iowa, Ohio, Virginia, and most recently Massachusetts.

"We are excited to launch the Bally Bet Sportsbook app in Maryland," said Brett Calapp, Chief Operating Officer of Bally's North America Interactive. "Our partnership with UJIMA underscores our commitment to reflecting Maryland's dedication to diversity and inclusion."

"We are thrilled that the launch is finally here after years of dedicated effort," said UJIMA Sportsbook owner Malik Edwards, "We are confident that players will discover Bally Bet provides an unparalleled user experience, and we eagerly anticipate their feedback."

Sports fans can learn more about Bally Bet and download the app from the App Store or Google Play. For responsible gambling, Bally's Interactive has worked closely with sports betting regulators in Maryland to ensure a responsible and timely launch of Bally

Bet. The app is available to individuals aged 21 and above. If you or someone you know has a gambling problem and needs assistance, please call the Maryland Problem Gambling Helpline at 1-800-GAMBLER or text 1-800-426-2537.

For more information, visit www.ballybet.com.

About Bally's Corporation:

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence. It currently owns and manages 15 casinos across 10 states, a golf course in New York, 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 10,600 employees, the Company's casino operations include approximately 15,300 slot machines, 580 table games and 3,800 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 16 casinos across 11 states. Bally's also has rights to developable land in Las Vegas post the closure of the Tropicana. It shares trade on the New York Stock Exchange under the ticker symbol "BALY".

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