



FOR IMMEDIATE RELEASE

BALLY'S IS BETTING ON THE BRONX, UNVEILS \$4 BILLION VISION TO TRANSFORM THE BOROUGH — THE LARGEST PRIVATE INVESTMENT IN BRONX HISTORY



New York, NY – June 30, 2025— Bally's Corporation (NYSE: BALY) officially submitted its proposal to the New York State Gaming Facility Location Board for **Bally's Bronx** — a \$4 billion, 3-million-square-foot integrated resort that will deliver a once-in-a-generation transformation for the Bronx.

This development represents an audacious vision to develop a former landfill and transform it into an economic engine for the Bronx—the borough's single largest private development. It's an ideal location: Already a public space surrounded by a 222-acre golf course and a cemetery, bracketed by two major bridges that each carry more than 40 million cars annually, while accessible in less than 20 minutes by Public Ferry from Manhattan's Upper East Side. With over 19 casinos across 11 states, Bally's is one of the fastest-growing gaming companies in America — and the only operator in contention whose board and leadership mirror the rich diversity of New York City.



THE BRONX DESERVES BIG. BALLY'S IS BETTING BIG.

The Project:

- 500,000 square feet of gaming space including 3,500 cutting edge gaming machines, 250 table games to include poker
- An array of dining and entertainment venues to celebrate the cuisine, art and music that the Bronx has always offered
- State of the art 2,000-person event center
- Flexible meeting space
- Parking for approximately 4,600 vehicles

The Community:

- **\$625 million in community benefit commitments to include**
- LEED Gold-certified design and \$100 million in park and waterfront enhancements
- \$75 million for transportation upgrades such as a new Lafayette Avenue overpass, widened roads, and enhanced public transit access
- \$10 million for public safety to include upfront investment in the NYPD substations
- Our facilities will be open to local nonprofits and community organizations, providing meeting and event space at little or no cost

The Impact:

- **15,000 union construction jobs** and **nearly 4,000 permanent union jobs** with average full-time wages of \$96,200
- **\$1.9 billion in annual economic impact** across New York State
- **\$357 million in annual tax revenue** for local and state government
- **Over 9 million annual visitors**, 8.2 million of whom will come from outside the Bronx — driving new dollars directly into local businesses.

“New York, it’s time to Bet on the Bronx!” said **Soo Kim**, Chairman of Bally’s Corporation. “Bally’s is prepared to make the largest private investment in the borough’s history, and with it a long-term commitment to community benefits for Bronx residents.”

A DESTINATION BUILT FOR THE BRONX, BY THE BRONX

“As a Preston parent, I care deeply about opportunities for our daughters and our neighborhood. Bally’s Bronx is investing in workforce development, public space, and community partnerships that will benefit families like mine for generations. I’m proud to see this level of commitment to the Bronx.” said **Elisa Toapha (PARENT from Preston High School)**.

This isn’t just a development — it’s a long-term promise to uplift, empower, and invest in the Bronx at every level.

BUILT TO WIN, READY TO DELIVER

Backed by \$2.5 billion in committed investment and letters of confidence from leading U.S. investment banks, Bally’s Bronx is ready to build immediately. The project’s scale, vision, and financial strength make it a formidable contender — and one uniquely aligned with the borough it will serve.

“From job creation to tax revenue, from infrastructure upgrades to cultural investment, Bally’s Bronx checks every box — and then some,” said **Soo Kim**, Chairman of Bally’s Corporation “This isn’t a plan on paper. This is a ready-to-go development with community at its core.”

A BRONX LEGACY IN THE MAKING

With direct and indirect employment, tourism, improvements to traffic, public safety and parkland infrastructure, the targeted community benefits and all that comes with an integrated resort including fine hotels, restaurants and

convention and event center space, Bally's is investing where it's needed the most.

The design honors the borough's resilience and potential, Bally's Bronx is not just about gaming — it's about giving the Bronx a platform on the global stage. It's about delivering a landmark destination New Yorkers can be proud of — and one the Bronx can call its own.

It's time the Bronx got its due. It's time to bet on Bally's Bronx

About Bally's Bronx

Bally's Bronx is a transformational casino and entertainment destination proposed for the heart of the Bronx. The project includes a full-scale gaming facility, world-class restaurants, a community-focused retail marketplace, and a dedicated \$10 million/year Community Benefits Fund to directly support Bronx-based initiatives. Designed to deliver lasting economic development, local hiring, and community partnership, Bally's Bronx is built on a deep commitment to the borough's future.

For more information on the project, visit www.ballysbronx.com.

About Bally's Corporation

Bally's (NYSE: BALY) is a fast-growing national brand with 20 casinos internationally including 1 retail casino in Newcastle, UK, 11 states across the US, along with a golf course in New York and a horse racetrack in Colorado, and holds OSB licenses in 13 jurisdictions in North America. It also owns Bally Bet, a first-in-class sports betting platform, Bally Casino, a growing iCasino platform, Bally's Interactive International division (formerly Gamesys Group), a leading global interactive gaming operator, and a significant economic stake in Intralot S.A. (ATSE: INLOT), a global lottery management and services business. As a global, entertainment-focused, omni-channel leader in retail and online gaming, Bally's serves over 11 million domestic and 20 million international customers through its loyalty programs.

With 11,500 employees, its casino operations include approximately 17,700 slot machines, 630 table games, and 3,950 hotel rooms. Bally's also has rights to developable land in Las Vegas at the site of the former Tropicana Las Vegas.

Media Contact:

Lauren Westerfield, Global Vice President Public Relations

lwesterfield@ballys.com

702.423.1244