FOR IMMEDIATE RELEASE

Bally's Corp. Completes Acquisition of Sam's Town Shreveport

PROVIDENCE, R.I. — August 3, 2026 — Bally's Corporation (NYSE: BALY) today announced the successful closing of its acquisition of Sam's Town Shreveport from Boyd Gaming, marking another milestone in the company's continued investment in Louisiana and expansion of its regional gaming and entertainment portfolio.

The transaction adds an established gaming and hospitality property to Bally's growing portfolio and further reinforces the company's long-term commitment to the Shreveport-Bossier market. With the completion of the acquisition, the property will be re-branded under the Bally's brand in the near future.

"Today's closing marks an important milestone for Bally's as we continue to expand our presence in key regional markets and invest in destinations with strong long-term potential," said Soo Kim, chairman of Bally's Corporation. "We appreciate Boyd Gaming's partnership and professionalism throughout this process and thank the Louisiana Gaming Control Board for its thoughtful review and approval of the transaction. We look forward to welcoming the Sam's Town Shreveport team to Bally's and working closely with regulators, local leaders and employees to ensure a smooth transition. Louisiana is an important market for our company, and we are excited about the opportunities ahead."

Bally's also thanked Boyd Gaming for its collaboration throughout the acquisition process and acknowledged the cooperation of state and local stakeholders in completing the transaction.

Globally renowned entrepreneur, Curtis "50 Cent" Jackson, who has and continues to make significant investments in Shreveport's entertainment district, welcomed the closing and expressed enthusiasm about future collaboration.

"I'm excited for Bally's expansion in Shreveport as we continue investing in the city's future," Jackson said. "Together, we have an opportunity to create new entertainment, dining and retail experiences that attract visitors, support local businesses and contribute to Shreveport's continued growth. I look forward to working with Bally's to help build something that benefits the community for years to come."

As Bally's begins integrating the property into its portfolio, the company will focus on ensuring a seamless transition for team members and guests while evaluating future opportunities to enhance the property's offerings.

About Bally's Corporation
Bally's (NYSE: BALY) is a fast-growing global entertainment brand with 20 casinos across 11 U.S. states and one casino in Newcastle, UK, along with a golf course in New York and horse racetracks in Colorado and forthcoming in Wyoming. Bally's also owns Bally Bet, a first-in-class sports betting and igaming platform licensed in 14 jurisdictions in North America. Bally's holds a majority interest in Bally's Intralot S.A. (ATSE: BYLOT), a leading lottery solutions supplier and gaming operator active in 39 jurisdictions worldwide. Bally's 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, has been awarded a license to build a full-scale casino and resort in The Bronx, New York, and an integrated destination resort in Chicago, Illinois. Bally's is the first publicly traded gaming company to achieve Minority Business Enterprise (MBE) certification through the National Minority Supplier Development Council (NMSDC). Bally's has over 12,000 employees across the world, recognized for their innovation, energy, and dedication to creating thrilling gaming experiences.

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