



FOR IMMEDIATE RELEASE

Bally's Marquette to Officially Open Landside Destination on Friday, March 13

*\$26.2 million move from river to land will introduce modern gaming
and new dining; grand opening festivities will mark historic move ashore*

MARQUETTE, Iowa – March 9, 2026 – [Bally's Marquette](#) will officially open its new, 31,280-square-foot gaming and entertainment destination on Friday, March 13, completing a \$26.2 million transformation from its historic riverboat casino into a permanent, modern facility on land at 100 Anti Monopoly St. The opening marks the culmination of a multiyear evolution, bringing the nationally recognized Bally's brand to Northeast Iowa in a state-of-the-art setting designed for convenience, comfort and entertainment.

Renderings available for download [here](#), courtesy of Bally's Marquette

Guests will be welcomed by a new porte-cochère and direct access from the adjacent parking lot, creating a seamless arrival experience. Inside, two levels of gaming will showcase the latest in casino entertainment, with more than 400 slot machines and electronic table games, live blackjack and Ultimate Texas Hold 'Em and a modern sportsbook. A thoughtful interior design and panoramic bluff views will enhance the guest experience, elevating Bally's Marquette as a premier destination in the Tri-State area.

The property will also debut an expanded portfolio of dining and beverage concepts designed to complement the gaming experience. 1994 Sports Bar will provide a lively, sports-focused environment where guests can enjoy elevated pub fare while watching multiple games across numerous televisions. Sidecar Bar will offer a spirited lounge atmosphere with hand-crafted cocktails and bar-top gaming, while Benchfront Coffee will serve specialty coffee drinks, breakfast items, wraps, paninis and sweet treats throughout the day. Riverside Grill will serve fast-casual American favorites, including burgers, sandwiches, flatbreads and weekend comfort-food specials.

"The official transformation to Bally's Marquette represents a defining moment for our team, guests and the community," said Robin Corbeil, vice president and general manager. "With our move ashore complete, Bally's Marquette delivers a modern gaming experience, expanded dining offerings and a welcoming atmosphere that honors our riverfront roots while positioning us for the future."

The landslide move has created nearly 80 new jobs and strengthened the property's long-term investment in regional tourism and economic development.

To commemorate the milestone, Bally's Marquette will host a grand opening celebration featuring a curated lineup of experiences designed to celebrate the property's arrival ashore while honoring its Mississippi River casino legacy. The grand opening festivities will include live music, a ribbon-cutting ceremony and other surprises, giving guests the opportunity to explore

state-of-the-art gaming technology, enjoy the new culinary offerings and immerse themselves in the high-energy atmosphere of a full-service land-based destination.

With enhanced amenities, expanded dining options and panoramic bluff views, Bally's Marquette ushers in a new chapter – blending more than 30 years of Mississippi River gaming history with the modern conveniences and entertainment offerings. For more information about Bally's Marquette, visit Casinos.Ballys.com/Marquette.

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About Bally's Marquette

Bally's Marquette is Northeast Iowa's premier land-based gaming and entertainment destination, located at 100 Anti Monopoly St. in Marquette, Iowa. The property features a modern gaming floor with the latest slots and table games, a state-of-the-art sportsbook and an expanded portfolio of dining and beverage venues including 1994 Sports Bar, Sidecar Bar, Benchfront Coffee and Riverside Grill. Overlooking the Mississippi River bluffs, Bally's Marquette combines more than three decades of riverboat gaming history with contemporary amenities, regional flavor and the dynamic energy of the Bally's brand. More information is available on the website at Casinos.Ballys.com/Marquette and by calling 563-873-3531.

About Bally's Corporation

Bally's (NYSE: BALY) is a fast-growing global entertainment brand with 19 casinos across 11 US states and one casino in Newcastle, UK, along with a golf course in New York and a horse racetrack in Colorado. 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 has approximately 10,800 employees across the world, recognized for their innovation, energy, and dedication to creating thrilling gaming experiences.