



NEWS RELEASE

BALLY'S CORPORATION ACQUIRES USER EXPERIENCE (UX) DESIGN AND SOFTWARE DEVELOPMENT COMPANY DEGREE 53

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Degree 53's Design, Technical and Product Expertise Will Significantly Innovate Bally's Integrated Mobile Platforms and Enhance Customer Engagements

PROVIDENCE, R.I. – October 27, 2021 – Bally's Corporation (NYSE: BALY) today announced its acquisition of Degree 53, a Manchester, UK-based creative agency that specializes in multi-channel website and personalized mobile app and software development for the online gambling and sports industries. The agency's award-winning approach and diversified skillset will advance Bally's global omni-channel offering, providing key functionality for integrating Bally's various mobile platforms. Degree 53's team of 54 design and technical experts will continue to operate out of its Manchester studio.

Adi Dhandhania, Chief Operating Officer – North America, Bally Interactive, the Company's digital division, said, "We are delighted to welcome Degree 53 to the Bally's family. As we prepare to launch our Bally Bet 2.0 mobile sportsbook app early next year, we look forward to leveraging the Degree 53 team to develop our mobile sportsbook products and enhance our customers' overall betting experience."

Degree 53's team offers a range of services, including sportsbook and casino mobile app and website development, complex system integration, data feed management, and API development. By delivering customized technology solutions, Degree 53 will enhance Bally's diversified mobile platform, which includes integration to the Gamesys Group's player account management and iGaming solution, in addition to supporting key audience engagement initiatives with Monkey Knife Fight and SportCaller. Degree 53 will also support product development as part of Bally's media partnership with Sinclair Broadcast Group.



"We have ambitious plans for our multi-faceted sports offering as we strive to appeal to new audiences across North America," said Raja B-Sheikh, Senior Vice President of Sports Products for Bally Interactive. "The Degree 53 team arms us with a unique perspective and skillset that will further advance not only the core Bally Sports product, but also our ambitious plans for innovative and connected experiences. I am excited to work closely with the team as they contribute to our quest of making Bally's the number one destination for gaming entertainment."

Richard Wagstaff, Managing Director at Degree 53, said, "Degree 53 was founded in 2013 to provide creative and innovative online and software solutions for the online gaming industry. We are pleased that Bally's has recognized the differentiated approach that we bring to the market and to join with them during such an exciting period of the Company's evolution. This is an exciting time for online gaming and the sports betting industry, and we look forward to immersing ourselves in the diversified projects that Bally's provides."

Degree 53 has worked with some of the largest companies in the betting and gaming industry, including Betfred, Scientific Games, FDJ Gaming Solutions, Penn National and GBG, as well as Gamesys brands Vera&John and Rainbow Riches. Degree 53 holds the Remote Gambling Software license from the UK Gambling Commission, which allows the organization to build and adapt gambling software for the UK licensed operators. They are also an Associate Member of the European Lotteries.

About Bally's Corporation

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 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licenses in 15 states. It also owns Gamesys Group Limited, a leading, global, online gaming operator, Bally Interactive, a first-in-class B2B2C sports betting platform, Monkey Knife Fight, the fastest growing daily fantasy sports site in North America, SportCaller, a leading, global B2B free-to-play game provider, and Telescope Inc., a leading provider of real-time fan engagement solutions.

With approximately 10,000 employees, the Company's operations include more than 15,800 slot machines, 500 table games and 5,300 hotel rooms. Upon closing the previously announced Tropicana Las Vegas (NV) transaction, as well as completing the construction of a land-based casino near the Nittany Mall in State College, PA, Bally's will own and manage 16 casinos across 11 states. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

About Degree 53

Degree 53 is an award-winning creative agency, specializing in mobile app and website development, user experience (UX) and design and consultancy services. It offers bespoke solutions to a number of industries globally, including online gambling, sports, finance, education and retail. The Degree 53 team has worked on a number of projects, including online gambling platforms, mobile betting apps and websites, financial services systems, sporting results products, education and retail solutions. Its experts provide help with complex system integration, data feed management and API development. The Degree 53 team has 54 employees and is based in Manchester, United Kingdom.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws. Forward-looking statements may generally be identified by the use of words such as "anticipate," "believe," "expect," "intend," "plan" and "will" or, in each case, their negative, or other variations or comparable terminology. These forward-looking statements include all matters that are not historical facts. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. As a result, these statements are not guarantees of future performance and actual events may differ materially from those expressed in or suggested by the forward-looking statements. Any forward-looking statement made by Bally's in this press release, its reports filed with the Securities and Exchange Commission and other public statements made from time-to-time speak only as of the date made. New risks and uncertainties come up from time to time, and it is impossible for Bally's to predict or identify all such events or how they may affect it. Bally's has no obligation, and does not intend, to update any forward-looking statements after the date hereof, except as required by federal securities laws. Factors that could cause these differences include those included in Bally's Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and other reports filed by Bally's with the SEC. These statements constitute Bally's cautionary statements under the Private Securities Litigation Reform Act of 1995.

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