



NEWS RELEASE

Bally's Corporation Becomes An Authorized Sports Betting Operator Of The NBA

3/4/2021

Multiyear Agreement Provides Bally's With Rights to Official NBA Marks and Logos, and Official League Data Represents Bally's Second Strategic Sports Betting Partnership with a Professional Sports League
PROVIDENCE, R.I., March 4, 2021 /PRNewswire/ -- Bally's Corporation (NYSE: BALY), a leading U.S. provider of land-based gaming and interactive entertainment, today announced the formation of a multiyear strategic partnership designating Bally's as an Authorized Sports Betting Operator of the National Basketball Association (NBA). This deal represents Bally's second sports betting partnership with a professional sports league, following its previously announced official sports betting partnership with the National Hockey League.

The partnership will provide Bally's with access to official league data, as well as rights to use official NBA marks and logos across the Company's expanding portfolio of online sports betting products.

"Partnering with the NBA is an exceptional opportunity for Bally's, adding to our ongoing momentum with professional sports leagues," said George Papanier, President and Chief Executive Officer of Bally's Corporation. "Together with the NBA, we will unlock significant opportunities to provide a greater population of NBA fans with new, creative and engaging sports betting products and services."

Bally's and the NBA will also work together on best-in-class practices to protect the integrity of NBA games.

Last year, Bally's announced a strategic partnership with Sinclair Broadcast Group whose 19 regional sports networks account for more than half of the U.S. NBA teams.

About Bally's Corporation

Bally's Corporation currently owns and manages 11 casinos across seven states, a horse racetrack and 13 authorized OTB licenses in Colorado. With more than 5,900 employees, the Company's operations include 13,260 slot machines, 459 game tables and 2,941 hotel rooms. Following the completion of pending acquisitions, which include Tropicana Evansville (Evansville, IN), Jumer's Casino & Hotel (Rock Island, IL), and MontBleu Resort Casino & Spa (Lake Tahoe, NV), as well as the construction of a land-based casino near the Nittany Mall in State College, PA, Bally's will own and manage 15 casinos across 11 states. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY."

Cautionary Note Regarding Forward-Looking Statements

This document includes forward-looking statements within the meaning of the securities laws. Forward-looking statements are statements as to matters that are not historical facts, and include statements about Bally's plans, objectives, expectations and intentions.

Forward-looking statements are not guarantees and are subject to risks and uncertainties. Forward-looking statements are based on Bally's current expectations and assumptions. Although Bally's believes that its expectations and assumptions are reasonable at this time, they should not be regarded as representations that Bally's expectations will be achieved. Actual results may vary materially. Forward-looking statements speak only as of the time of this document and Bally's does not undertake to update or revise them as more information becomes available, except as required by law.

Important factors beyond those that apply to most businesses, some of which are beyond Bally's control, that could cause actual results to differ materially from our expectations and assumptions include, without limitation:

- uncertainties surrounding the COVID-19 pandemic, including limitations on Bally's operations, increased costs, changes in customer attitudes, impact on Bally's employees and the ongoing impact of COVID-19 on general economic conditions;
- unexpected costs, difficulties integrating and other events impacting Bally's recently completed and proposed acquisitions and Bally's ability to realize anticipated benefits;
- risks associated with Bally's rapid growth, including those affecting customer and employee retention, integration and controls;
- risks associated with the impact of the digitalization of gaming on Bally's casino operations, Bally's expansion into iGaming and sports betting and the highly competitive and rapidly changing aspects of Bally's new interactive businesses generally;
- the very substantial regulatory restrictions applicable to Bally's, including costs of compliance;
- restrictions and limitations in agreements governing Bally's debt could significantly affect Bally's ability to operate our business and our liquidity; and

- other risks identified in Part I. Item 1A. "Risk Factors" of Bally's Annual Report on Form 10-K for the fiscal year ended December 31, 2019 as filed with SEC on March 13, 2020 and other filings with the SEC.

The foregoing list of important factors is not exclusive and does not include matters like changes in general economic conditions that affect substantially all gaming businesses.

You should not to place undue reliance on Bally's forward-looking statements.

Investor Contact

Steve Capp

Executive Vice President and Chief Financial Officer

401-475-8564

InvestorRelations@twinriver.com

Media Contact

Richard Goldman / David Gill

Kekst CNC

646-847-6102 / 917-842-5384

BallysMediaInquiries@kekstcnc.com

View original content to download multimedia:<http://www.prnewswire.com/news-releases/ballys-corporation-becomes-an-authorized-sports-betting-operator-of-the-nba-301241045.html>

SOURCE Bally's Corporation