

**FOR IMMEDIATE RELEASE**

**Caesars Entertainment Partners with the Detroit Lions**

**Ahead of the 2024-25 NFL Season**

Partnership names Caesars Sportsbook an Official Sports Betting Partner
and Caesars Entertainment the Official iGaming Partner of the Detroit Lions

**DETROIT and LAS VEGAS (Sept. 4, 2024)** – Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") and the Detroit Lions today announced a new partnership, making Caesars Sportsbook an Official Sports Betting Partner and Caesars Entertainment the Official iGaming Partner of the Detroit Lions. The collaboration with the defending NFC North Champions combines custom fan experiences for [Caesars Rewards®](https://www.caesars.com/myrewards) members with dynamic sponsorship assets and the use of official Detroit Lions logos and marks in multiple online casino games coming to Caesars’ digital platforms.

The first online casino game launch on behalf of this partnership will be a Live Dealer blackjack game featuring a [custom-made Detroit Lions felt](https://drive.google.com/drive/u/0/folders/1mYIPkun6ezKr7SemnKKspcQHZG2qd_Ia). The game is set to go live exclusively in Michigan at the start of the 2024-25 NFL season on Caesars Palace Online Casino and Caesars Sportsbook & Casino for online casino players 21 and older.

“We’re thrilled to partner with the Detroit Lions to bring opportunities to their fans that cater to their interests and are unique to the royal experience only Caesars can deliver,” said Eric Hession, President of Caesars Digital. “We’ve enjoyed a great relationship with sports fans in Michigan, and partnering with one of the most passionate fan bases in the NFL will help us grow that connection as we continue to expand our offerings in the state with the launch of Horseshoe Online Casino later this year.”

"As we embark on this season, we're proud to enhance our fan experiences with Caesars Entertainment,” said Detroit Lions Vice President of Corporate Partnership Mace Aluia. "This partnership will unite Lions fans who are passionate about the team, offering them exclusive opportunities to engage with us both at Gamedays at Ford Field and through Caesars' digital platforms here in Michigan.”

Caesars brands, including Caesars Sportsbook, Caesars Sportsbook & Casino, Caesars Palace Online Casino, and Horseshoe Online Casino, will be featured throughout Ford Field during Lions games. Additionally, Caesars brands will also be featured in radio spots on the Detroit Lions Radio Network and in team digital and social media.

This partnership builds on Caesars Entertainment’s presence in the region complementing its operation of the world-class destination, Caesars Windsor, located just across the Detroit River in Windsor, Ontario. The destination celebrated the grand opening of Ontario’s first full-service sportsbook, Caesars Sportsbook at Caesars Windsor, in January 2023, providing an elevated environment for sports fans and fans of the Detroit Lions to enjoy and wager on marque sporting events.

Caesars Sportsbook has offered in-person sports wagering in Michigan since 2020 and mobile sports wagering in the state since 2021 via a partnership with the Grand Traverse Band of Ottawa and Chippewa Indians, providing an industry-leading sports betting experience via the Caesars Sportsbook & Casino mobile app and desktop platform. Every wager placed on the Caesars Sportsbook & Casino app in the United States earns Reward Credits, which are redeemable for unforgettable experiences through the industry-leading loyalty program Caesars Rewards and can also be used to wager directly in the app.

In 2023, Caesars launched [Caesars Palace Online Casino](https://caesarspalaceonline.com/), bringing the most iconic brand in gaming and the most rewarding place to play casino games on the Las Vegas Strip to online casino players. The easy-to-navigate online casino app and desktop platform extends the legendary Caesars Palace brand to users' palms and is currently available in five states and provinces, including Michigan and Ontario. The Company also recently partnered with Sault Ste. Marie Tribe of Chippewa Indians and intends to launch the Horseshoe Online Casino online gaming brand in Michigan in 2024.

Caesars Entertainment remains committed to emphasizing Responsible Gaming education as Caesars Sportsbook expands into more jurisdictions. In March 2024, Caesars Sportsbook received the prestigious RG Check accreditation from the Responsible Gambling Council in Ontario, Canada, which recognizes companies that achieve the highest standards for their Responsible Gaming practices.

For real-time industry updates and to join the empire of like-minded Caesars, players can engage with the Caesars Sportsbook social handle @CaesarsSports on X, Instagram, and Facebook.

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**About Caesars Entertainment, Inc.**Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment Company in the U.S. and one of the world’s most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.’s resorts operate primarily under the Caesars®, Harrah’s®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the Company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.® Gambling Problem? Call or text 1-800-GAMBLER. For more information, please visit [www.caesars.com/corporate](http://www.caesars.com/corporate).

**About the Detroit Lions**The Detroit Lions are a professional American football team based in Detroit, Michigan. They are members of the North Division of the National Football Conference (NFC) in the National Football League (NFL) and play their home games at Ford Field in downtown Detroit. The team relocated to Detroit in 1934 and is the NFL's fifth oldest franchise. The Detroit Lions’ most recent NFL postseason appearance was the NFC Championship game following a 12-5 record and an NFC North title during the 2023 season. For more information, please visit [www.detroitlions.com](http://www.detroitlions.com/).

**Responsible Gaming in Michigan**Must be 21 or older to gamble. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-GAMBLER, text 800GAM (800426), or visit [1800gamblerchat.org](http://1800gamblerchat.org/).

**Responsible Gaming
Casino app & website available in MI, NJ, PA, WV and ON only.**Must be 21+ and physically present in MI, NJ, PA and WV only. See CaesarsPalaceOnline.com for full terms. Void where prohibited. Know When To Stop Before You Start®. Gambling Problem? MI, NJ, WV, PA (Affiliated with Harrah's Philadelphia): If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537) or WV: Visit 1800gambler.net; ON: Visit connexontario.ca or call 1-866-531-2600 or text CONNEX to 247247. Accruing Caesars Rewards credits is currently not available in Ontario when using Caesars Palace Online Casino and Caesars Sportsbook & Casino. ©2024, Caesars Entertainment

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