NEWS RELEASE

Caesars Entertainment Expands Digital Rewards Experiences with the Launch of Caesars Rewards® Empire Builder™

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New monthly feature gives digital players a curated rewards journey across Caesars Palace Online Casino and Caesars Sportsbook & Casino

Key Facts

- Caesars Rewards® Empire Builder™ is a new monthly progression-based rewards feature that allows players to unlock prizes through online casino and sports wagering.
- Digital players earn progress toward monthly prizes through eligible online wagering and can track their advancement through a new progress meter.
- Tailored rewards may include Reward Credits, Tier Credits, Casino Bonus Cash, Bonus Spins, Sports Bonus Bets, Profit Boosts and enhanced experiences at Caesars Rewards destinations.
- Empire Builder is now live across Caesars Palace Online Casino and Caesars Sportsbook & Casino in eligible jurisdictions where Caesars offers online gaming.

LAS VEGAS (Nov. 2, 2026) – Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") today announced the launch of Caesars Rewards® Empire Builder™, a new monthly progression-based rewards experience available across Caesars Palace Online Casino and Caesars Sportsbook & Casino in eligible jurisdictions where Caesars offers online gaming. Empire Builder allows digital players to earn progress toward curated monthly prizes through eligible online

wagering.

As digital players accumulate Tier Credits through online casino and sports betting activity, they advance through a progress meter that unlocks rewards and bonuses throughout the month. The Empire Builder progress meter resets each month, giving players a new opportunity to earn rewards and bonuses tailored to their play.

Rewards available through Empire Builder include Reward Credits, Tier Credits, Online Casino Bonus Cash and Bonus Spins, Sportsbook Bonus Bets and Profit Boosts. The experience also introduces Reward Credit Boost, a new benefit that awards additional Reward Credits based on a player's Caesars Rewards tier status and progress within Empire Builder.

“Players increasingly want rewards experiences that feel engaging and interactive, not just transactional,” said Eric Hession, President of Caesars Digital. “Empire Builder is our first feature that is tailored specifically for our digital players that harnesses the power of Caesars Rewards, while creating a curated way to engage across Caesars Palace Online Casino and Caesars Sportsbook & Casino.”

Reward Credits earned through Empire Builder can be redeemed the same way players redeem Reward Credits earned across the Caesars Rewards ecosystem, including hotel stays, dining, entertainment, free play and online gaming rewards at Caesars destinations across North America.

Caesars Entertainment is an industry leader in Responsible Gaming, known for pioneering Responsible Gaming awareness and education. In 1989, Caesars became the first commercial casino company to address problem gambling by launching the industry's first Responsible Gaming program, Project 21. Today, the Company's commitment to ensuring all players are aware of Responsible Gaming resources remains steadfast and spans all of Caesars' digital platforms and world-class destinations in which it operates. Through personalized emails, push notifications and in-app messaging, Caesars helps connect players with Responsible Gaming resources, educational content and tools based on their engagement with the Company's online platforms.

Caesars Entertainment proudly enforces an enhanced 21+ gaming policy that prevents individuals under the age of 21 from using Caesars Rewards and restricts access to its gaming products for individuals under the age of 21. For more information about Caesars Entertainment's Responsible Gaming program, please visit **www.caesars.com/corporate**.

DOWNLOAD HI-RES EMPIRE BUILDER IMAGES

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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. In Nevada, call 1-800-522-4700. For more information, please visit **www.caesars.com/corporate**.

Responsible Gaming

Must be 21 or older to gamble. Sports betting is available in AZ, CO, IL, IN, IA, KS, KY, LA, ME, MO, MD, MA, MI, MS, NE, NV, NM, NJ, NY, NC, OH, Ontario and Alberta (Canada), PA, TN, VA, WA, WV, WY, Washington, DC, Puerto Rico, and The Bahamas. Void where prohibited.

Know When To Stop Before You Start®. Gambling Problem? CO, DC, IL, KY, MD, MI, MS, NV, NJ, NC, OH, TN, VA, WV, WY, The Bahamas, KS (Affiliated with Kansas Crossing Casino), LA (Licensed through Horseshoe Bossier City and Caesars New Orleans), ME (Licensed through the Mi'kmaq Nation, Penobscot Nation, and Houlton Band of Maliseet Indians, federally recognized tribes located in the State of Maine), 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 MD: Visit **mdgamblinghelp.org** or WV: Visit **1800gambler.net**; AZ: Call 1-800-NEXT-STEP; IN: Call 1-800-9-WITH-IT; IA: Call 1-800-BETSOFF; OH, VA, LA (Licensed through Horseshoe Bossier City), Washington, DC (OLG Class A licensed operator): Call 1-800-MY-RESET; NV: Call 1-800-522-4700; ON: Visit **connexontario.ca** or call 1-866-531-2600 or text CONNEX to 247247; AB: visit **GameSenseAB.ca** or call the Alberta Mental Health Help Line at 1-877-303-2642; Puerto Rico: Call 1-800-981-0023; llame a la línea PAS de ASSMCA 1-800-981-0023. ©2026, Caesars Entertainment

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