



NEWS RELEASE

Caesars Entertainment Launches Ball Rush Jackpots™ in New Jersey, the Latest Proprietary Online Title from Empire Creative™

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New ball-and-peg style online casino game combines customizable gameplay, layered bonus features and dynamic jackpot opportunities

LAS VEGAS (Aug. 28, 2026) – Caesars Entertainment, Inc. (NASDAQ: CZR) (“Caesars”) today announced the launch of Ball Rush Jackpots™, a new ball-and-peg style online casino game developed by Empire Creative™, the Company's in-house game development studio. Now live in New Jersey across Caesars Palace Online Casino, Caesars Sportsbook & Casino and Horseshoe Online Casino, Ball Rush Jackpots is expected to become available in additional jurisdictions where Caesars offers online casino gaming following regulatory approval. The title expands Caesars' growing portfolio of proprietary online casino titles, **following the successful launch of Ca\$hline™** earlier this year and further diversifying the Company's lineup beyond traditional slots and table games.

Ball Rush Jackpots follows the traditional ball-drop gameplay experience where players drop a ball down a board filled with pegs to land in a prize slot. As balls navigate independently through a field of pegs, every drop creates new opportunities to collect feature symbols, unlock bonuses and pursue jackpots, delivering a different experience with every round.

“Ball Rush Jackpots delivers a different kind of casino experience for our players, combining easy-to-understand gameplay with meaningful customization, exciting bonus opportunities and jackpot potential,” said Matthew

Sunderland, Senior Vice President and Chief iGaming Officer at Caesars Digital. “As we continue expanding our proprietary content portfolio, we're focused on creating games that are simple to pick up, rewarding to revisit and designed around the features players enjoy most.”

Designed to give players greater control over every session, Ball Rush Jackpots offers multiple ways to tailor the experience before each round, including ball price, number of balls and peg row configuration. The game's flexible structure enables players to customize pacing and overall gameplay style to match their preferences.

Ball Rush Jackpots' player-focused features include:

- Customizable gameplay with selectable ball prices, ball counts and peg row configurations ranging from 11 to 14 rows
- Re-Drop Bonus, where collected balls return for an additional feature and can pass through multiplier gates worth up to 8x
- Jackpot Drop Bonus, triggered through jackpot ball collection, where every ball is guaranteed to land in a jackpot bucket
- Dynamic jackpot opportunities featuring Mini, Minor, Major, Mega and Grand jackpots
- Fast Forward functionality that allows players to temporarily speed up gameplay with a simple press-and-hold control

“Our goal with Ball Rush Jackpots was to build something that's immediately familiar but offers a fresh experience every time players launch the game,” added Scott Krell, Senior Director of Game Products and Head of Studio at Caesars Digital. “Whether they're adjusting their gameplay preferences or chasing jackpots, players can shape the experience to match their style while enjoying the excitement of every ball drop.”

With this launch, Ball Rush Jackpots joins Caesars' expanding roster of proprietary online casino titles, including Ca\$hline and the Signature series of online table games: Signature Blackjack™, Signature American Roulette™ and Signature Baccarat™. Currently available in New Jersey, Ball Rush Jackpots is expected to become available in additional jurisdictions where Caesars offers online casino gaming following regulatory approval. Players can access Ball Rush Jackpots on Caesars' marquee online casino platforms on iOS, Android and desktop in jurisdictions where Caesars offers online casino gaming. Eligible players in the United States can also earn **Caesars Rewards®** Credits through integrated gameplay across Caesars' online casino platforms.

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 <https://www.caesars.com/corporate>.

****For downloadable high-res assets, click [here](#)****

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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.

Responsible Gaming in New Jersey

Must be 21 or older to gamble. Know When To Stop Before You Start®. 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), texting 800GAM (800426), or visiting 1800gamblerchat.org.

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