



NEWS RELEASE

Caesars Entertainment Launches Signature American Roulette, Expanding Its Proprietary Online Casino Game Lineup

2025-08-07

Developed by Empire Creative™, the game debuts in New Jersey as Caesars' third proprietary release this year and further expands the Company's Signature series of online table games

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

LAS VEGAS--(BUSINESS WIRE)-- Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") today announced the launch of its third fully in-house developed proprietary online casino title: Signature American Roulette. Now live in New Jersey, the game is available across Caesars Palace Online Casino, Caesars Sportsbook & Casino, and Horseshoe Online Casino, bringing another standout addition to the Company's Signature table game series.

Developed by Empire Creative™, Signature American Roulette reflects Caesars' growing investment in building its own proprietary content, a cornerstone of its online casino strategy aimed at delivering a best-in-class player experience.

"Our in-house content team's latest addition to the Signature series of table games is a standout for our online casino players," said Matthew Sunderland, Senior Vice President and Chief iGaming Officer at Caesars Digital. "Bringing Signature American Roulette to our iGaming platforms perfectly complements our suite of Caesars-branded table games and further strengthens the robust collection of digital offerings that bring the energy of the

casino floor to players' mobile devices."

Signature American Roulette follows the recent launches of fan-favorite Signature titles, **Caesars Palace Signature Multihand Blackjack Surrender** in May and **Signature Blackjack Surrender** in June, both also developed by Empire Creative. Online casino players can enjoy these games across Caesars' marquee iGaming platforms in New Jersey, Michigan and Ontario, with Caesars Palace Signature Multihand Blackjack Surrender now also available on Caesars Palace Online Casino in Pennsylvania.

"Signature American Roulette continues our commitment to delivering immersive and player-centric table games that align with our many iconic brands," said Scott Krell, Senior Director of Game Products and Head of Studio at Caesars Digital. "From player-selectable wheel spin direction and speed to our intuitive favorite bets system, every detail is crafted to boost engagement. With seamless play in portrait or landscape modes and picture-in-picture win evaluations, we're bringing the thrill of the casino straight to players' fingertips."

Those 21 and older in New Jersey can play Signature American Roulette by **downloading** the Caesars Palace Online Casino, Horseshoe Online Casino or Caesars Sportsbook & Casino apps on iOS or Android, or visiting the platforms on desktop. These platforms are also available in Pennsylvania, Michigan, Ontario, and West Virginia, offering a dynamic online casino experience that features Caesars-branded games, timeless casino classics, and unique titles from top game providers. Each platform offers a dynamic online casino experience with a range of unique games from top providers, Caesars-branded games, and timeless casino classics. Additionally, each platform integrates **Caesars Rewards®**, the Company's industry-leading loyalty program allowing players in the United States to earn Caesars Rewards Credits redeemable for unforgettable experiences at more than 50 world-class Caesars Rewards 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. 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.

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. Just a few months later, the Company was awarded the National Council on Problem Gambling's award for Corporate Social Responsibility. For more information about Caesars Entertainment's Responsible Gaming program, please visit <https://www.caesars.com/corporate>.

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.

Online Casino apps & websites available in MI, NJ, PA, WV and ON only.

Must be 21+. See Caesars.com/sportsbook-and-casino, CaesarsPalaceOnline.com, or

HorseshoeOnlineCasino.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 Sportsbook & Casino, Caesars Palace Online Casino, and Horseshoe Online Casino. ©2025, Caesars Entertainment

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Source: Caesars Entertainment, Inc.