



NEWS RELEASE

# Caesars Palace Online Casino Upgrades App with First-of-its-kind Functionality

4/30/2024

Online casino mobile app refresh raises the bar with an upgraded experience anchored by the familiarity of a best-in-class iGaming product

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

LAS VEGAS--(BUSINESS WIRE)-- Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") today announced a comprehensive upgrade to the **Caesars Palace Online Casino** mobile app on iOS and Android. The new-look Caesars Palace Online Casino app is now live and headlined by an industry-first multi-lobby navigation layout that revolutionizes the online casino experience with curated lobbies dedicated to popular game concepts, including slots, table games, and Live Dealer.

Caesars Palace Online Casino Upgrades App with First-of-its-kind Functionality (Photo: Caesars Entertainment)

This extensive revamp of Caesars Palace Online Casino breaks the mold of the typical

online casino app design with a clean and layered user experience modeled after a real-life casino floor layout with areas devoted to specific game types. Users 21 and older can get closer to the thousands of casino games they love via a uniquely innovative online casino product fully dedicated to serving the online casino customer and fit for the most iconic brand in casino entertainment.

The Caesars Palace Online Casino app's new functionality allows players who know what they want to play to quickly access their favorite games while also providing an enjoyable way for players who are more interested in discovering new games to do so.

- **Multi-lobby navigation** – Caesars Palace Online Casino's multi-lobby navigation provides a player-first experience inspired by the excitement of the iconic Caesars Palace Las Vegas casino floor. Players have the innovative ability to explore curated lobbies that house popular game concepts together, including slots, table games, Live Dealer, and more.
- **An experience "For You"** – upon login, users will have quick access to a "For You" tab in the app to pick up where they left off. The For You tab emphasizes discoverability by highlighting recent games played along with new and exciting titles that might be interesting based on recent play.
- **Lightning-fast functionality** – the online casino experience has never been faster with speed enhancements that jump off the screen, like near-instant lobby and app loading times. Players can also browse hundreds of titles sorted into curated categories or use the easy-to-find search tool to instantly find any game collection or specific game from anywhere in the app.
- **An eye-catching customized interface** – the paint is still drying on the new app and game loading screens, which feature Caesars Palace Online Casino's signature colors. The natively built interface provides the familiar feel of a best-in-class iGaming product while leaning into modern design and providing a uniquely innovative layout.
- **New game pipeline** – Caesars Palace Online Casino regularly builds upon a treasure trove of exclusive Caesars-branded games made possible through Caesars Digital's partnerships with top gaming providers. Whether enjoying the newly launched "Caesars Palace Frenzy" produced by Games Global or fan-favorite CAESARS CLEOPATRA by IGT, players should continue to expect a steady stream of new bespoke and exclusive title additions alongside player-centric promotions.

"We take pride in setting industry standards in everything we do, and the online casino experience we provide to our players is no exception," said Matthew Sunderland, Senior Vice President and Chief iGaming Officer at Caesars Digital. "The newly upgraded Caesars Palace Online Casino app delivers on our player promise to raise the bar in terms of functionality, ease of use, and enjoyability. This new mobile app strengthens our ability to provide our players with an experience that is fully customized to their online play habits while leveraging our unrivaled Caesars brands and omnichannel experiences that can't be matched."

"Caesars Palace Online Casino's refresh is centered around giving our online casino players an experience that stands out from the ordinary," said Michael Mastrangelo, Vice President of Product, iGaming at Caesars Digital. "Our new mobile app redefines the online casino player experience with seamless functionality and product innovations

that are brand new to the industry.”

Show-stopping rewards can be earned through Caesars Palace Online Casino play via the platform’s integration with Caesars’ industry-leading customer loyalty program, **Caesars Rewards**®. All online play earns Caesars Rewards Credits that players can redeem for discounted getaways, world-class culinary experiences, curated VIP experiences, and bonus cash in the app. Beyond the Empire, Caesars Rewards members can also convert their Reward Credits to Wyndham Rewards® points and redeem them for unforgettable stays at more than 50,000 hotels, vacation club resorts and vacation rentals worldwide.

Caesars Entertainment maintains its status as an industry leader in Responsible Gaming and emphasizes Responsible Gaming education across North America, including in jurisdictions where Caesars Palace Online Casino operates. Caesars also enforces an enhanced 21+ gaming policy that mandates Caesars Rewards accounts are only available to individuals 21 and older, where permitted by law. This 21 and older policy applies to all in-person and online casino operations conducted by the Company. In March 2024, Caesars Entertainment’s sports wagering platform, Caesars Sportsbook, received the prestigious **RG Check accreditation** from the Responsible Gambling Council. The accreditation recognizes companies that achieve the highest standards for their Responsible Gambling practices.

Caesars Palace Online Casino is the marquee iGaming platform for Caesars Digital alongside Caesars Sportsbook & Casino, Tropicana Online Casino, Harrah’s Online Casino, and WSOP.COM. Those 21 and older in New Jersey, Pennsylvania, Michigan, West Virginia and Ontario can **download** the Caesars Palace Online Casino app on iOS and Android or visit **caesarspalaceonline.com** to enjoy an expansive gaming catalog with favorites from Caesars Rewards destinations and cutting-edge online casino games, including American Roulette, slot games from best-in-class providers, Live Dealer Blackjack, Baccarat, digital classics like Video Poker, Progressive Jackpot slots and much more.

For real-time updates on new content offerings and to join the empire of like-minded Caesars, players can engage with the Caesars Palace Online Casino social handles at @CaesarsiCasino on X (formerly Twitter), Instagram, and Facebook.

### 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).

## 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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Source: Caesars Entertainment, Inc.