



NEWS RELEASE

Missouri Sports Fans Can Now Register on the Caesars Sportsbook App

2025-11-17

In preparation for legal sports wagering going live in the Show Me State on Dec. 1, players can now register and fund their account to enjoy a special offer on the Caesars Sportsbook app

LAS VEGAS--(BUSINESS WIRE)-- Caesars Entertainment, Inc. (NASDAQ: CZR) ("Caesars") today announced that sports fans 21 and older in Missouri can now register and fund their Caesars Sportsbook mobile app accounts ahead of the state's official sports betting launch on Dec. 1.

Starting today, new users can **download** the Caesars Sportsbook app on iOS and Android or visit **caesars.com/sportsbook** on desktop to create their mobile sports wagering account and get ready for legal sports wagering in the Show Me State. Existing users who already have a Caesars Sportsbook account in another state can simply log in, follow the instructions to have their existing account activated in Missouri and be eligible for a special offer.

The Caesars Sportsbook mobile app features a comprehensive sports wagering menu that includes Same Game Parlays, player props, futures, live in-play betting markets and more. Sports fans in Missouri will also be able to enjoy livestreaming of thousands of marquee sporting events, including NFL games, directly within the app. Available to users aged 21 and older, the Caesars Sportsbook platform also features quick payouts, a variety of deposit options, and many other user-friendly features, creating a seamless sports wagering experience and tools in place that encourage responsible play, including Deposit Limits, Spending Limits, Daily Time Limits, and Cool Off

Time Limits.

Caesars Sportsbook is celebrating the launch of sports betting in Missouri with compelling sign-up offers tied to its initial mobile launch on Nov. 17 and the full launch of wagering on Dec. 1. Beginning Nov. 24, the platform will debut its popular NFL Flips game in Missouri, offering an interactive “flip and win” experience where users turn virtual cards for chances to earn rewards, including a share of a weekly \$100,000 Bonus Bet prize pool ahead of launch.

Initial Mobile Launch (Nov. 17)

- Register and Deposit Before Launch for Exclusive Rewards
 - Bettors who deposit \$5 or more by Dec. 1 will receive added benefits when Caesars Sportsbook goes live in Missouri.
 - New users will earn:
 - Five Profit Boost Tokens – each offering a 100% boost on winnings for five bets (maximum bet amount: \$25 per token; maximum additional winnings: \$2,500). Available only to users who make an initial deposit of \$5 or more before midnight on Dec. 1.
 - \$150 in Bonus Bets – awarded if a person’s first bet with Caesars Sportsbook is for at least \$5 and requires that the bet wins.
- Play NFL Flips in Missouri Starting Nov. 24 for a Share of \$100,000 in Bonus Bets
 - Caesars Sportsbook will introduce its weekly NFL Flips game to Missouri users on Nov. 24, allowing bettors to earn additional rewards ahead of launch.
 - Eligible users can play NFL Flips for a chance to claim a share of a \$100,000 Bonus Bet prize pool, awarded on Dec. 1.
 - NFL Flips also awards Profit Boost Tokens based on game outcomes throughout the NFL season, with extra flips available on Thursdays and Sundays.
 - To date, NFL Flips has distributed more than \$1 million in grand prizes this NFL season.

Full Launch (Dec. 1)

- Wager \$5 or More With Your First Bet to Earn \$150 in Bonus Bets if That Bet Wins
 - Starting Dec. 1, new users who place a first wager of \$5 or more will earn \$150 in Bonus Bets if that bet wins.
 - See **Caesars.com/promos** or the Promotions tab on the app for full terms.

“Sports fans in Missouri regularly show their passion for sports and supporting local teams,” said Eric Hession, President of Caesars Digital. “We expect the Caesars Sportsbook mobile app with Universal Digital Wallet and the

retail experiences we're bringing to Caesars Rewards destinations in the Show Me State to build on this passion. We're thankful to the Missouri Gaming Commission for making this initial mobile launch possible and look forward to the full launch on December 1."

Missouri will be the first state where Caesars Sportsbook launches with Universal Digital Wallet functionality on the first day of wagering, allowing seamless deposits and withdrawals across Caesars platforms. Missouri is slated to be the 24th state where the Universal Digital Wallet is live, including its launch **in Nevada earlier this year**. Caesars will soon finalize the expansion of this functionality to all states where it offers online gaming and sports betting, as it delivers technological enhancements to its platforms and improvements in customer experience.

As part of the full launch of legalized sports wagering on Dec. 1, Caesars will offer best-in-class in-person sports betting at two Caesars Rewards destinations in the Show Me State. Harrah's Kansas City and Horseshoe St. Louis will each open premier retail Caesars Sportsbook locations, bringing a Las Vegas-style experience to Missouri.

Caesars Sportsbook users will enjoy unmatched rewards redeemable through their sports wagering activity via the industry-leading customer loyalty program, **Caesars Rewards®**. Every wager placed in-person or via the Caesars Sportsbook mobile app earns Tier Credits for status and Reward Credits that are redeemable for a variety of extraordinary Caesars Rewards experiences. Those include discounted getaways at various Caesars destinations across North America, bonus cash in the Caesars Sportsbook app, world-class culinary or entertainment experiences, and more.

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 US 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 1-800-522-4700. For more information, please visit www.caesars.com/corporate.

Responsible Gaming in Missouri

Must be 21 or older to gamble. Know When To Stop Before You Start®. Gambling Problem? Call 1-800-GAMBLER

Offer Terms

Must be 21+ and physically present in MO. New users only. Must register using eligible promo code and deposit \$5 or more by 11:59 PM ET on Nov. 30, 2025. Must opt in from My Promos within 30 days of registration. Tokens max. bet amount: \$25 per token. Tokens bet max. add'l winnings: \$2,500 per token. Tokens expire 30 days after receipt. Tokens not reissued for voided/pushed bets. Bet \$5, Get \$150 in Bonus Bets If You Win: Min. qualifying bet amount: \$5. Min. Odds: -500. First wager after registration must qualify. Awarded as non-withdrawable Bonus Bets that expire 30 days after receipt. Bonus Bet amount not returned for winning bets. See Caesars.com/promos or the Promotions tab on the app for full terms. Void where prohibited. Know When To Stop Before You Start®. Gambling Problem? Call 1-800-GAMBLER

Brad Harwood, bharwood@caesars.com

Dominic Holden, dholden@caesars.com

Source: Caesars Entertainment, Inc.