



FOR IMMEDIATE RELEASE

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Arapahoe Park Rebrands To Bally's Arapahoe Park

(Aurora, CO) August 11, 2021 – Bally's Corporation today officially kicked off its rebranding of Arapahoe Park by changing the track's name to **Bally's Arapahoe Park**, replacing the exterior entrance sign, and introducing the all-new interactive Bally Bet sports betting app.

George Papanier, President and Chief Executive Officer of Bally's Corporation, said, "Incorporating the iconic Bally's brand at Arapahoe Park is the latest step in our comprehensive rebranding initiative. We look forward to unveiling the new exterior signage as well as introducing the all-new interactive Bally Bet sports betting app to our valued Arapahoe Park customers. I'd like to thank the State of Colorado for its collaboration throughout this process and recognize our team members for their contributions."

Sports bettors can get into the action with **Bally Bet**, the newest mobile sportsbook in Colorado. Beyond straight bets, moneylines, and parlays, the Bally Millions games within the Bally Bet app give sports bettors a shot at winning \$1 million from entries as low as \$2! Best of all, Bally Bet's progressive payout system means sports bettors can still win money even if their ticket isn't perfect. Bally's knows that betting on sports is more fun with friends, so our sportsbook is dedicated to keeping you connected. Sports bettors can follow their friends, challenge them in custom leagues, and share wagers on Bally Bet. Best of all, Bally Bet users earn casino rewards at Bally's Black Hawk for all their mobile sports betting activity.

About Bally's Corporation

Bally's Corporation is a leading regional casino-entertainment company with a growing omni-channel presence of online sports betting and iGaming offerings in the US. It currently owns and manages 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licenses in 14 states. It also owns [Bet.Works](#), a first-in-class B2B2C sports betting platform, Monkey Knife Fight, the fastest growing daily fantasy sports site in North America, and SportCaller, a leading global B2B free-to-play game provider.

With more than 6,000 employees, the Company's operations, pro forma for pending acquisitions, include 15,837 slot machines, 532 table games and 5,355 hotel rooms. Upon closing the previously announced Tropicana Las Vegas (Las Vegas, NV) transaction, as well as completing the construction of a land-based casino near the Nittany Mall in State College, PA, Bally's will own and manage 16 casinos across 11 states. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

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