



PENN Entertainment Completes Migration of Barstool Sportsbook & Casino to Proprietary Technology Platform

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- Major Product Improvements Significantly Upgrade User Experience with Streamlined Navigation, Faster Load Times, Expanded Wagering Markets, Enhanced Promotions, More Barstool Exclusives and Deeper Integrations with theScore app -

WYOMISSING, Pa.--(BUSINESS WIRE)--Jul. 14, 2023-- PENN Entertainment, Inc. ("PENN" or the "Company") (Nasdaq: PENN) is pleased to announce that it has released a new and improved Barstool Sportsbook & Casino following the successful full-scale migration to the Company's proprietary online gaming technology platform ("PENN Interactive Gaming Platform"). The migration to PENN's custom technology stack in the U.S. is a major achievement that brings all components of its online gaming operation in-house and significantly enhances the Barstool Sportsbook product offering.

The migration to the state-of-the-art technology platform was completed simultaneously across all 16 jurisdictions where Barstool Sportsbook operates during the MLB All-Star Break. The platform deployment and product upgrade completes PENN's long-term strategic objective to achieve technology independence, which includes the acquisition of Score Media and Gaming Inc. ("theScore") and launch of Penn Game Studios in 2021.

Custom built for the North American market, the vertically integrated technology stack increases platform stability and is designed to be easily scalable to expand into new markets and meet evolving regulatory requirements. The Company has also fully upgraded the Barstool Sportsbook product with numerous enhancements, including:

- Streamlined navigation and search across sportsbook markets and casino games
- More wagering markets, including expanded player props and in-game betting
- Greater personalization capabilities, enhanced promotions and more Barstool exclusive offers
- Faster load times, deposits and withdrawals
- Improved cash out availability
- Deeper integrations with theScore media app, allowing users to build and track their betslips within theScore

"Migrating onto our proprietary technology platform and introducing a fully upgraded Barstool Sportsbook is a milestone achievement," said Jay Snowden, CEO and President of PENN Entertainment. "Having full control of our product and roadmap will lead to improved operational efficiency and the ability to quickly introduce new features, bespoke promotions and wagering markets. I want to congratulate our Interactive team members who worked tirelessly to ensure a successful on schedule migration, which better positions us to compete in the online gaming space."

"A technology migration of this scale requires an enormous amount of coordination and planning, and I'm extremely proud of our Interactive team who stepped up to the challenge to execute this complex project on time and with minimal disruption to customers," said Benjie Levy, Head of Penn Interactive and President and COO, theScore. "Deploying our technology infrastructure puts our experienced in-house team, who built the platform from the ground up, in full control of the end-to-end customer journey and all product development. With this proven technology powering a significantly enhanced Barstool Sportsbook, we are primed to deliver a world class online sportsbook and casino experience to customers in the U.S."

**Barstool Sportsbook & Casino assets for media use are available to download [here](#).*

About PENN Entertainment

PENN Entertainment, Inc. (Nasdaq: PENN) is North America's leading provider of integrated entertainment, sports content and casino gaming experiences. PENN operates 43 properties in 20 states, online sports betting in 17 jurisdictions and iCasino in five jurisdictions under a portfolio of well-recognized brands, including Hollywood Casino®, L'Auberge®, Barstool Sportsbook and Casino™ and theScore Bet Sportsbook and Casino®. In 2023, PENN completed its acquisition of Barstool Sports, Inc. ("Barstool"). Barstool's vast audience, combined with the reach and highly engaged user base of Score Media and Gaming Inc. ("theScore"), provide us with a significant digital footprint and growing customer ecosystem. PENN's highly differentiated strategy, which is focused on organic cross-sell opportunities, is reinforced by its investments in market-leading retail casinos, sports media assets and technology, including a state-of-the-art, fully integrated digital sports and online casino betting platform and an in-house iCasino content studio. The Company's portfolio is further bolstered by its industry-leading PENN Play™ customer loyalty program, which offers its approximately 27 million members a unique set of rewards and experiences across our various channels. PENN is deeply committed to fostering a culture that welcomes a diverse set of customers and dedicated team members. The Company has been consistently ranked in the top two as "Employer of First Choice" over the last nine years in the Bristol Associates-Spectrum Gaming's Executive Satisfaction Survey. In addition, as a long-standing good corporate citizen, PENN is also committed to creating a culture of responsible gaming, being a trusted and valued member of its communities and acting as a responsible steward of our finite natural resources.

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Eric Schippers
Senior Vice President, Public Affairs
PENN Entertainment
eric.schippers@pennentertainment.com

Dan Sabreen
Vice President, Communications
PENN Entertainment
dan.sabreen@pennentertainment.com

Source: PENN Entertainment, Inc.