ESPN BET Now Live in 17 States

November 15, 2023

WYOMISSING, Pa.--(BUSINESS WIRE)--Nov. 15, 2023-- PENN Entertainment, Inc. (“PENN” or the “Company”) (Nasdaq: PENN) announced that ESPN BET successfully launched in the 17 states across the U.S. where it offers online sports betting. The newly branded online sportsbook from PENN and ESPN is available for mobile wagering on iOS and Android, and via web at www.ESPNBET.com.

In addition, PENN’s online casino offering is now accessible within ESPN BET via mobile and web under the Hollywood Casino brand in Michigan, New Jersey, Pennsylvania and West Virginia.

"We're extremely proud to introduce ESPN BET and look forward to delivering an exceptional customer experience to fans across the U.S.,” said Jay Snowden, CEO & President, PENN Entertainment. “Our successful launch is the culmination of months of hard work across both teams and we could not be more excited to roll out ESPN BET in partnership with ESPN. PENN’s operational excellence paired with ESPN's unmatched brand and reach is a powerful combination that will drive this compelling new sportsbook.”

ESPN BET operates on the Penn Interactive Gaming Platform, a state-of-the-art, proprietary technology stack built by PENN’s in-house product and engineering teams. In August 2023, PENN entered into a transformative, exclusive long-term strategic alliance with ESPN, Inc. and ESPN Enterprises, Inc. (together, “ESPN”) relating to online sports betting within the United States.

About PENN Entertainment

PENN Entertainment, Inc., together with its subsidiaries (“PENN,” the “Company,” “we,” “our,” or “us”), 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 18 jurisdictions and iCasino in five jurisdictions, under a portfolio of well-recognized brands including Hollywood Casino®, L’Auberge®, ESPN BET® and theScore Bet Sportsbook and Casino®. In August 2023, PENN entered into a transformative, exclusive long-term strategic alliance with ESPN, Inc. and ESPN Enterprises, Inc. (together, “ESPN”) relating to online sports betting within the United States. PENN’s ability to leverage the leading sports media brands in the United States (ESPN) and Canada (theScore) will position us to significantly expand our digital footprint and efficiently grow our customer ecosystem. This highly differentiated strategy, which is focused on organic cross-sell opportunities, is reinforced by our market-leading retail casinos, sports media assets, and technology, including a proprietary state-of-the-art, fully integrated digital sports and iCasino betting platform and an in-house iCasino content studio. PENN’s portfolio is further bolstered by our industry-leading PENN Play™ customer loyalty program, which offers our over 27 million members a unique set of rewards and experiences across business channels.

View source version on businesswire.com: https://www.businesswire.com/news/home/20231115161051/en/

Media:
Eric Schippers
Senior Vice President, Public Affairs
PENN Entertainment
610/373-2400

Source: PENN Entertainment, Inc.