ESPN BET Launches in North Carolina

March 11, 2024

WYOMISSING, Pa.--(BUSINESS WIRE)--Mar. 11, 2024-- ESPN BET, the official sportsbook of ESPN, launched today in North Carolina as the state's legal sports betting market opened. Fans in the state now have access to the state-of-the-art mobile and web betting platform, which offers a variety of markets across sports and leagues from around the world, including straight bets, cross-sport parlays, props, and in-game wagering, along with daily odds boosts, custom offers, exclusive promotions and integrations with ESPN content and personalities. ESPN BET, operated by PENN Entertainment ("PENN") (Nasdaq: PENN), is now live in 18 states.

To celebrate, ESPN BET is hosting a launch party for fans 21+ at *Rally* in Charlotte on Friday, March 15, featuring ESPN's Stephen A. Smith. The event will begin at 5:30 p.m., and will include complimentary refreshments, music, activities, prizes, and plenty of screens to follow all the March college basketball action.

"We're thrilled to bring ESPN BET to North Carolina, which marks the first new state launch under our ESPN partnership," said Jay Snowden, CEO and President of PENN Entertainment. "Together, we're excited to engage with sports fans across the state and deliver an exceptional sports wagering experience. We commend the North Carolina State Lottery Commission and all of the stakeholders involved in establishing this new legal sports betting market."

"Launching ESPN BET for North Carolina fans is a pivotal moment," said Mike Morrison, Vice President of ESPN BET and ESPN Fantasy. "This marks a significant stride forward, building on the momentum from our inaugural launch in November. Now, fans have the chance to align themselves with a sportsbook backed by the trusted ESPN brand, offering an unparalleled experience in the world of sports betting."

PENN secured market access in North Carolina through a partnership with Quail Hollow Club, a private golf club in Charlotte that has hosted some of the game's greatest players and events. Additionally, ESPN BET is the exclusive official betting operator of the Wells Fargo Championship, a PGA TOUR Signature Event that will be held at Quail Hollow Club in May.

PENN and ESPN are committed to providing a safe environment for all customers to enjoy gaming responsibly. ESPN BET offers comprehensive Responsible Gaming tools and resources, including limits on time, deposits, and wagering amounts. To learn more, visit espnbet.com/rg.

Must be 21+ to wager. If you or someone you know has a gambling problem and wants help, call 1-800-GAMBLER. In North Carolina, call 877-718-5543 or visit morethanagame.nc.gov.

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 19 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) is central to our highly differentiated strategy to expand our footprint and efficiently grow our customer ecosystem. The Company's focus 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 29 million members a unique set of rewards and experiences across business channels.

View source version on businesswire.com: https://www.businesswire.com/news/home/20240311667983/en/

For more information:
Dan Sabreen
Vice President, Communications
PENN Entertainment
dan.sabreen@pennentertainment.com

Source: PENN Entertainment, Inc.