



## ESPN BET and ESPN Enhance Sportsbook Experience with New FanCenter Feature

August 4, 2025

*FanCenter Brings Players' Favorites to their Fingertips with Personalized Betting Hub*

*New ESPN Fantasy Integrations Create One-of-a-Kind Betting Experience for Fantasy Football Players*

WYOMISSING, Pa.--(BUSINESS WIRE)--Aug. 4, 2025-- PENN Entertainment, Inc. ("PENN") (Nasdaq: PENN) is elevating the ESPN BET Sportsbook experience with the launch of a major product feature, **FanCenter**. Coming this summer, the all new FanCenter creates a personalized hub within ESPN BET that will allow customers to easily find wagering markets based on their favorite teams, players, and ESPN fantasy football rosters. This dedicated hub, powered by ESPN and ESPN BET's account linking technology, will offer fans the ultimate interconnected media, betting, and fantasy experience.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250804003414/en/>



Key components of FanCenter include:

ESPN BET's new FanCenter feature brings together users' favorite teams, players, and ESPN fantasy football rosters.

- A 'For You' page of curated player props, game markets, and custom parlay offerings to help fans quickly find bets related to their favorite

teams from their ESPN App favorites, ESPN fantasy rosters and wagering history.

- The 'Fantasy Bet Builder', which highlights markets correlated to users' ESPN Fantasy rosters, allowing them to back their squad in just a few taps.
- Integrated functionality with ESPN BET's player insights feature, enabling users to quickly browse recent player stats and trends to inform their prop betting selections.
- Quick access to view current Mint Club promos and rewards.

In addition to fantasy-related markets within FanCenter, a new 'Find a Bet' icon on the ESPN Fantasy app will allow players to view markets related to their roster and add selections directly to their ESPN BET slip. Last year, ESPN Fantasy Football was once again the No. 1 fantasy sports app, and set an all-time mark with [more than 13 million people playing the game](#).

"FanCenter introduces a completely new level of personalization for ESPN BET players and represents our biggest product leap yet," said Aaron LaBerge, Chief Technology Officer and Head of Interactive at PENN Entertainment. "It taps into our players' fandom in smart, creative ways while connecting seamlessly with ESPN's industry-leading fantasy football platform. This is what sets ESPN BET apart and football season is the perfect time to roll it out."

"FanCenter is the perfect combination of fandom, fantasy and personalized betting all wrapped into the ESPN BET betting experience," said Mike Morrison, Vice President ESPN BET and ESPN Fantasy. "FanCenter showcases how we can serve fans across our platforms in a way that nobody else in the market can because of our industry-leading ESPN Fantasy platform and account-linking capabilities."

New product features are subject to regulatory approvals.

### **About PENN Entertainment**

PENN Entertainment, Inc., together with its subsidiaries ("PENN," or the "Company"), is North America's leading provider of integrated entertainment, sports content, and casino gaming experiences. PENN operates in 28 jurisdictions throughout North America, with a broadly diversified portfolio of casinos, racetracks, and online sports betting and iCasino offerings under well-recognized brands including Hollywood Casino<sup>®</sup>, L'Auberge<sup>®</sup>, ESPN BET<sup>™</sup>, and theScore BET Sportsbook and Casino<sup>®</sup>. PENN's ability to leverage its partnership with ESPN, the "worldwide leader in sports," and its ownership of theScore<sup>™</sup>, the top digital sports media brand in Canada, is central to the Company's highly differentiated strategy to expand its footprint and efficiently grow its customer ecosystem. PENN's focus on organic cross-sell opportunities is reinforced by its 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 Game Studios). The Company's portfolio is further bolstered by its industry-leading PENN Play<sup>™</sup> customer loyalty program, offering its over 32 million members a unique set of rewards and experiences.

### **Forward Looking Statement**

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements can be identified by the use of forward-looking terminology such as "expects," "believes," "estimates," "projects," "intends," "plans," "goal," "seeks," "may," "will," "should," "look forward to," or "anticipates" or the negative or other variations of these or similar words, or by discussions of future events, strategies or risks and uncertainties. These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results, or performance. Therefore, you should not rely on any of these forward-looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks, uncertainties and other factors, including those factors described in PENN Entertainment's filings with the Securities and Exchange Commission (the "SEC"), including PENN Entertainment's current reports on Form 8-K, quarterly reports on Form 10-Q and its annual report on Form 10-K for the year ended December 31, 2024. Forward-looking statements speak only as of the date they are made and, except for PENN Entertainment's ongoing obligations under the U.S.

federal securities laws, PENN Entertainment undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.

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