PENN Entertainment Partners with the Chicago Bears

August 20, 2025

Multi-Year Agreement Provides PENN Branding and Customer Engagement Opportunities Across its Sports Betting and Casino Portfolio

(August 20, 2025) - PENN Entertainment, Inc. (“PENN” or the “Company”) and the Chicago Bears have announced a multi-year partnership that designates PENN’s Chicagoland retail properties, Hollywood Casino Aurora and the new state-of-the-art Hollywood Casino Joliet as Official Casino Partners, and ESPN BET Sportsbook as an Official Sports Betting Partner of the Bears.

Under the agreement, PENN receives a host of entitlements for both brands, including IP rights, expansive in-stadium signage, an in-game Hollywood Casino feature, digital media and marketing integrations, opportunities to provide its customers with exclusive team-related experiences and more.

“We’re thrilled to announce this partnership in connection with the opening of our new state-of-the-art Joliet property and on the precipice of football season.” said Todd George, Executive Vice President, Operations, PENN Entertainment. “Teaming up with one of the premier franchises in the NFL creates exciting new omnichannel marketing opportunities for our ESPN BET and Hollywood Casino brands. Through the partnership, we look forward to engaging a large and passionate audience at Soldier Field as well as across our online products and at the new property in the Chicagoland area.”

ESPN BET, the official sportsbook of ESPN, is a best-in-class online sports betting product loaded with a suite of cutting-edge features, fast load times and seamless navigation. ESPN BET is live in 20 U.S. jurisdictions, including Illinois. New for this football season, ESPN BET has launched FanCenter, a personalized in-app hub that allows customers to easily find wagering markets based on their favorite teams, players, and ESPN fantasy football rosters.

The all-new land based Hollywood Casino Joliet celebrated its grand opening on August 11, 2025, replacing the former riverboat location. Bears executives and NFL legend and Joliet native Tom Thayer were on-hand for the ribbon cutting ceremony. The new casino is part of Rock Run Collection, a super-regional commercial and residential development. The property features approximately 1,000 slots and 43 live table games, an ESPN BET sportsbook, several celebrity-led restaurants and bars, event center and meeting space, and ample parking.

Construction is currently underway on the new Hollywood Casino Aurora, which is expected to open in the first half of 2026.

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®, L’Auberge®, ESPN BET™, and theScore BET Sportsbook and Casino®. PENN’s ability to leverage its partnership with ESPN, the “worldwide leader in sports,” and its ownership of theScore™, 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™ customer loyalty program, offering its approximately 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.

Media Contact:
Dan Sabreen
Dan.Sabreen@pennentertainment.com