# Kansas Entertainment Announces Groundbreaking Ceremony for New Hotel at Hollywood Casino at Kansas Speedway

September 24, 2026

WYOMISSING, Pa. & KANSAS CITY, Kan.--(BUSINESS WIRE)--Sep. 24, 2026-- Kansas Entertainment, LLC, a joint venture between PENN Entertainment, Inc. (Nasdaq: PENN) ("PENN" or the "Company") and NASCAR™, will host a groundbreaking ceremony on Friday, September 25, 2026, at 10:00am CST for a new boutique hotel adjacent to Hollywood Casino at Kansas Speedway ("Hollywood Casino"). The hotel will be affiliated with the Tribute Portfolio, part of Marriott Bonvoy, and will be financed, developed, and operated by Prime Group US and Shaner Hotels, with Kansas Entertainment contributing vacant land for the project.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260924350155/en/

Expected to open in 2028, the hotel will have approximately 140 rooms and suites and will be connected to the west entrance of Hollywood Casino. Additional details, such as food and beverage offerings, meeting space options, and other amenities will be announced at a later date.

"This is an exciting new addition to our operations in Kansas City," said Jay Snowden, CEO and President of PENN Entertainment. "Significant developments are in process in the area surrounding our property, and this is another organic growth opportunity that aligns with our disciplined approach to further our competitive position in our markets across the country."

Located in the Village West area of Kansas City in Wyandotte County, Kansas, Hollywood Casino sits on turn two of the Kansas Speedway, which currently hosts NASCAR races, including the Hollywood Casino 400, and dozens of major events annually. Village West also includes Children's Mercy Park, home of Major League Soccer's Sporting KC, and numerous large-scale shopping outlets and attractions. In addition, travel center giant Buc-ee's is currently developing one of its properties adjacent to Hollywood Casino, and the National Football League's Kansas City Chiefs are expected to open their new stadium in Village West in 2031.

"This will be an incredible addition to the Village West entertainment district and furthers Kansas Entertainment's commitment to economic development in Wyandotte County," said Pat Warren, President of Kansas Speedway. "PENN Entertainment has been a fantastic partner and we can't wait to welcome visitors to the new hotel, where they'll have convenient access to the casino, speedway, and all that the area has to offer."

Area dignitaries and local stakeholders are expected to be in attendance at the ceremonial event, including representatives from the Kansas Racing and Gaming Commission, Kansas Lottery, and the Unified Government of Wyandotte County and Kansas City, Kansas, among others.

Prime Group US, a privately held real estate investment, development, and management firm based in South Florida, is financing and developing the project. The hotel will be operated by State College, Pennsylvania-based Shaner Hotels, one of the foremost owner-operator companies in the hospitality industry with more than $1 billion invested in 75 hotel properties owned and managed across the U.S., Italy and the Bahamas.

**About PENN Entertainment, Inc.**

PENN Entertainment, Inc., together with its subsidiaries ("PENN," or the "Company," "we," "our," or "us"), operates in 28 jurisdictions throughout North America, with a broadly diversified portfolio of casinos, racetracks, and online sports betting and iCasino offerings. PENN's focus is on organic cross-sell opportunities, reinforced by its market-leading retail casinos, sports media assets and technology, including a proprietary state-of-the-art, fully integrated digital sports betting and iCasino platform, and an in-house iCasino content studio. The Company's portfolio is further bolstered by its industry-leading PENN Play™ customer loyalty program, offering its approximately 34 million members a unique set of rewards and experiences.

**About NASCAR**

The National Association for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 15 of the nation's major motorsports entertainment facilities. NASCAR sanctions races in three national series (NASCAR Cup Series™, NASCAR O'Reilly Auto Parts Series™, and NASCAR CRAFTSMAN Truck Series™), four international series (NASCAR Brasil Series, NASCAR Canada Series, NASCAR Euro Series, NASCAR Mexico Series), four regional series (ARCA Menards Series, ARCA Menards Series East & West and the NASCAR Whelen Modified Tour) and a local grassroots series (NASCAR Local Racing Series Powered by O'Reilly Auto Parts). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics, and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in five cities across North America, NASCAR sanctions more than 1,200 races annually in 11 countries and more than 30 U.S. states.

For more information visit www.NASCAR.com and www.IMSA.com, and follow NASCAR on Instagram, YouTube, TikTok, X and Facebook.

**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, including with regards to the project's budget and opening date. 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, 2025. 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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**Media Contact:**
Jeff Morris
VP, Public Affairs
PENN Entertainment, Inc.
jeff.morris@pennentertainment.com
610/373-2400

Mike Nieves
SVP, Finance & Treasurer
PENN Entertainment, Inc.
mike.nieves@pennentertainment.com
610/373-2400

Jake DiGregorio
NASCAR Communications
508/414-8853
jdigregorio@nascar.com

Source: PENN Entertainment, Inc.