



NEWS RELEASE

## **Bally's Interactive Launches Bally Bet Sportsbook App in Massachusetts**

**July 2, 2024** -- After much anticipation, Bally's Interactive, the digital and sports betting division of Bally's Corporation (NYSE: BALY), is thrilled to announce the launch of the Bally Bet Sportsbook app in Massachusetts.

Built in collaboration with White Hat Gaming and Kambi Group, two renowned gaming technology companies, the Bally Bet Sportsbook app offers a seamless and enjoyable sports betting experience for sports fans throughout Massachusetts. With a wide range of betting options, including spread, money line, total bets, in-game betting and same game parlays, Bally Bet provides customers with all the features they love, making it the top choice for sports wagering in Massachusetts.

In addition to Massachusetts, the Bally Bet Sportsbook is available in seven states including Arizona, Colorado, Indiana, New York, Iowa, Ohio, and Virginia.

To welcome new customers to the app and the world of sports betting, Bally Bet is offering Bet \$50, Get \$150 in Bonus Bets.

Sports fans can learn more about Bally Bet and download the app from the App Store or Google Play. For responsible gambling, Bally's Interactive has worked closely with sports betting regulators in Massachusetts to ensure a responsible and timely launch of Bally Bet. The app is available to individuals aged 21 and above. If you or someone you know has a gambling problem and needs assistance, please call the Massachusetts Problem Gambling Helpline at (800) 327-5050 or text "GAMB" to 800327.

For more information, visit [www.ballybet.com](http://www.ballybet.com).

### **About Bally's Corporation:**

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence. It currently owns and manages 15 casinos across 10 states, a golf course in New York, a horse racetrack in Colorado, and has access to OSB licenses in 18 states. It also owns Bally's Interactive International, formerly Gamesys Group, a

leading, global, online gaming operator, Bally Bet, a first-in-class sports betting platform, and Bally Casino, a growing iCasino platform. With 9,900 employees, the Company's casino operations include approximately 15,000 slot machines, 550 table games and 3,900 hotel rooms. Upon completing the construction of a permanent casino facility in Chicago, IL, and a land-based casino near the Nittany Mall in State College, PA, Bally's will own and/or manage 16 casinos across 11 states. Bally's also has rights to developable land in Las Vegas post the closure of the Tropicana. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

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