



The Books at Harrah's Resort and Bally's Wild Wild West Set To Reinvent the Sports Betting Experience In Atlantic City

With seats that beat the stadium any day of the week, Harrah's Resort sportsbook is slated to open in mid-May; with The Wild Wild West at Bally's opening in June

Raising the "bar" and betting experience, Bally's Wild Wild West to offer a first-class sports book haven featuring VIP Fan Caves, Atlantic City's first ever self-serve Beer Bar, and a completely tech-rich, digitized guest experience

ATLANTIC CITY, May 9, 2019 – Harrah's Resort Atlantic City and The Wild Wild West at Bally's are set to raise the bar and betting experience with two brand-new sportsbooks opening in Atlantic City this summer, with the investment for both concepts totaling \$11 million.

Slated to open in mid-May, **The Book at Harrah's Resort** will open on the heels of the resort's completion of its \$56 million hotel renovation of its Coastal Tower, as well as Gordon Ramsay Steak, which opened in Summer 2018. The venue, which will be conveniently situated adjacent to the Poker Room, will feature 3,800 square feet of space including a high-quality resolution LED televisions spanning across the walls, extra plush seating, and food service by AC Burger Company (ACBC). The Book at Harrah's Resort will also feature two Fan Caves for a more private, upgraded experience for up to 10 guests seeking table service.

The Book at Wild Wild West, set to soft open in mid-June, will bring an immersive and socially-driven experience to sports fans with over 15,228 square feet of sports betting space. The venue reimagines the world of sports betting with 5 private *Fan Caves*, for those seeking the ultimate sports betting experience, as well as television and game filled common rooms for all guests. The Book's *Fan Caves* will be available for private

reservations that can hold up to 10 people at a time. The private rooms include high-resolution televisions that can be split into three different screens. Caves also include a foosball table, game consoles including an Xbox, table service, and food provided by Guy Fieri's Guy's Bar-B-Que Joint, as well as AC Snack Shack.

The main area of The Book at the Bally's Wild Wild West will be a haven for sports viewing. The area includes ultra-comfortable, theatre style recliner seats in direct view of the 98 foot by 18 foot, high resolution LED television wall with surround sound audio, which gives fans the opportunity to view three to twelve games simultaneously. Guests will be able to put money on their favorite teams via the ten sports betting windows, one high-limit area, or digitally via kiosk.

The Book will feature 102 seats, 30 VIP seats, and seating for 28 at the bar rail, which will offer the latest video poker slots.

Boasting the city's first-ever self-service Beer Bar, *Beer Yourself**, guests can have fun being their own bartender with 16 different brews on tap. The main area also features a full-service bar, drink rail seating options, food and beverage offerings, high tables for groups, and foosball and billiards tables along with interactive gaming.

“The Books at Harrah's Resort and The Wild Wild West were designed to lead the evolution of gaming in Atlantic City, rivaling the top sportsbooks throughout the country,” explained Kevin Ortzman, Regional President for Caesars Entertainment Atlantic City. “We see the future of the sports betting experience, seamlessly blending gaming, entertainment, and social elements to create a truly one-of-kind experience here on the East Coast, which will attract both new and existing customers to the market.”

Renderings of both spaces can be found here:

https://drive.google.com/open?id=1xuOs_Mv19OQhKUg8UyrrOz8kWluW1VIk

For additional information, please visit:

<https://www.caesars.com/ballys-ac/casino/thebook>

****Pending DGE Approval***