

For Immediate Release



Harrah's Cherokee Casinos Partner with Carolina Panthers

October 25, 2019 - Cherokee, N.C.

Today, Harrah's Cherokee Casinos and the National Football League's (NFL) Carolina Panthers announced a multi-year agreement naming Harrah's Cherokee as an *Official Sponsor of the Carolina Panthers*.

The agreement will see Harrah's Cherokee provide top-tier prizes for the new, free to play Panthers Pick'em game. Panthers Pick'em is a new experience, offered within the Panthers mobile app. Fans are able to predict game action and results for the opportunities to get points and win fantastic prizes, including weekend stays at Harrah's Cherokee.

The partnership also gives Harrah's Cherokee naming rights to Champions Village, the Panther's premier pregame hospitality, as well as rights within the 5th Quarter, the Panthers post-game fan watch party.

Commenting on the new partnership, Paul McGoohan, Vice President of Business Development for the Carolina Panthers said "We are delighted to launch Panthers Pick'em this season, offering a new way to engage with Panthers games and that Harrah's Cherokee is offering unique prizes for fans.

"We are also pleased to be expanding the popular 5th Quarter this campaign and are excited that Harrah's is partnering with us to give fans across the Carolinas more ways to enjoy their visit."

Brooks Robinson, Regional Senior Vice President and General Manager for Harrah's Cherokee Casinos, expressed his excitement for the opportunity to partner with the team.

"We are excited to begin this partnership with the Carolina Panthers," said Robinson. "With opportunities that include naming rights to Champions Village, sponsoring the 5th Quarter and more we can be part of the game day experience for Panthers fans. That's exciting!"



ABOUT Harrah's Cherokee Casino Resort

An enterprise of the Eastern Band of Cherokee Indians, Harrah's Cherokee Casino Resort is located in the heart of the Great Smoky Mountains of Western North Carolina. The Casino has 150,000 square feet of gaming space with over 3,600 slot games and 150 traditional table games such as black jack, roulette and craps. The property also features over 1,100 hotel rooms, the Le Fu Men gaming area, 10 restaurants, the ESSENCE Lounge, the luxurious 18,000 square foot Mandara Spa, nine retail shops and the 3,000 plus seat Event Center. In addition to the 56-acre property, guests have privileged access to the Eastern Band of Cherokee Indian-owned Sequoyah National Golf Club. Harrah's Cherokee Casino Resort is also home to the UltraStar Multi-tainment center which features 24 bowling lanes, an arcade, 3 bars and casual dining featuring family-friendly classics.

ABOUT Harrah's Cherokee Valley River Casino & Hotel:

An enterprise of the Eastern Band of Cherokee Indians, Harrah's Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. The Cherokee County, NC facility features 50,000 square feet of gaming space with over 1,000 slot games and 70 traditional table games, The Food Market, The Landing Café and a 300-room, full service hotel. Harrah's Cherokee Valley River Casino & Hotel hosts the UltraStar Multi-tainment Center which features 16 bowling lanes, an arcade and 2 bars.

Harrah's Cherokee Casino Resort | 777 Casino Drive, Cherokee, NC 28719