

## BetMGM and X Sign Exclusive Netting Partnership

Unprecedented connection between social media and sports betting integrates BetMGM exclusively into major social media platform

JERSEY CITY, N.J., Feb. 9, 2024 /PRNewswire/ -- BetMGM, a leading sports betting and iGaming operator, today announced a strategic partnership with X, becoming the social media platform's exclusive Live Odds Sports Betting partner. The first-of-its-kind partnership between a premier social media brand and a sports betting operator will integrate BetMGM's odds and branding into X, with each game linking to BetMGM's website and app.

"X is the center of the sports world's conversation 24 hours a day, seven days a week," said BetMGM CEO Adam Greenblatt. "Being directly accessible within that forum is an unprecedented opportunity to expand our reach to a passionate and engaged audience. We look forward to adding intel and content that enhances the platform's interaction around sports."

X users in the United States can explore BetMGM's latest betting odds on pro football, with each of the major professional and college sports expected to follow in the coming weeks. The odds interface provides an easy clickthrough for each game to BetMGM's app or website, creating a seamless user experience. The integration will continue to evolve and grow in its functionality over the coming months.

X CEO Linda Yaccarino said, "Sports never sleep on X and now with our strategic partnership with BetMGM, fans are practically in the front row. We're bringing sports fans on X even closer to the action so they can cheer, and now bet, on their favorite teams."

As BetMGM continues to expand into new markets, responsible gaming remains a key focus. Additionally, BetMGM is proud to provide resources to help customers play responsibly including GameSense, an industry leading program, developed and licensed to MGM Resorts by the British Columbia Lottery Corporation. Through the integration within BetMGM's mobile and desktop platforms, customers can receive the same GameSense experience they have grown to count on at MGM Resorts properties nationwide. This complements BetMGM's already existing responsible gambling tools which serve to provide customers with an entertaining and safe digital experience.

The BetMGM app is available for download on both iOS and Android and is accessible via desktop at <http://www.betmgm.com>.

For more information, follow [@BetMGM](#) on X.

### **About BetMGM**

BetMGM is a market leading sports betting and gaming entertainment company, pioneering the online gaming industry. Born out of a partnership between MGM

Resorts International (NYSE: MGM) and Entain Plc (LSE: ENT), BetMGM has exclusive access to all of MGM Resorts' U.S. land-based and online sports betting, major tournament poker, and online gaming businesses. Utilizing Entain's U.S.-licensed, state of the art technology, BetMGM offers sports betting and online gaming via market leading brands including BetMGM, Borgata Casino, Party Casino and Party Poker. Founded in 2018, BetMGM is headquartered in New Jersey. For more information, visit <http://www.betmgm.com/>