



# BETMGM

## TOM BRADY, WAYNE GRETZKY AND VINCE VAUGHN TEASE FIRST-EVER BETMGM BIG GAME COMMERCIAL

JANUARY 18, 2024

**Teasers now live on social channels as part of BetMGM's broader Las Vegas-centric campaign**

LAS VEGAS, Jan. 18, 2024 -- BetMGM, a leading sports betting and iGaming operator, debuted the first of a three-part, star-studded teaser campaign this morning, promoting the company's first-ever Big Game television spot. Featuring the never-before-seen pairing of Tom Brady and Wayne Gretzky, along with actor Vince Vaughn, the upcoming series marks a monumental moment for BetMGM.

"This year's Big Game is our moment to put BetMGM front and center of the largest audience in sports," said **Matt Prevost, BetMGM's Chief Revenue Officer**. "Our first-ever Big Game commercial showcases Las Vegas as home for the game as well as what we consider to be BetMGM's home. We couldn't be happier with the talent we have assembled for the ad, and the connection they have to our brand."

**Click [here](#) to view BetMGM's first teaser video**

The previews — featuring Brady, Gretzky and Vaughn in conversation — provide a glimpse into what BetMGM has in store to entertain Big Game fans. The campaign was created in partnership with award-winning agency, Highdive. With three consecutive USA Today Admeter wins, Highdive is known as an industry leader in creating winning Big Game campaigns.

The ads are a part of BetMGM's multi-faceted strategy to amplify its brand to a variety of audiences before, during and after the Big Game. BetMGM is hosting multiple events and promotions throughout the weeks leading up to February 11, including the BetMGM Big Game Bash at The Cosmopolitan of Las Vegas headlined by Luke Combs. Tickets to the concert are available exclusively through the BetMGM app. BetMGM Sportsbooks will be home to special VIP experiences with notable ambassadors, sweepstakes and interactive moments for football fans in Las Vegas and nationwide.

As BetMGM continues to expand to new markets, responsible gambling education remains a key focus. 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.

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

### **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's U.S. land-based and online sports betting, major tournament poker, and online gaming businesses. Utilizing Entain's US-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/>.

### **Forward-Looking Statements**

Statements in this release that are not historical facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, as amended, which involve substantial risks and/or uncertainties, including those described in the MGM Resorts International public filings with the Securities and Exchange Commission. Forward-looking statements can be identified by the use of forward-looking terminology such as "believes," "expects," "could," "may," "will," "should," "seeks," "likely," "intends," "plans," "pro forma," "projects," "estimates" or "anticipates" or the negative of these words and phrases or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical matters. BetMGM has based forward-looking statements on management's current expectations, assumptions and projections about future events and trends. Examples of these statements include, but are not limited to, BetMGM's expectations regarding the referenced ad campaign, Super Bowl related events and promotions, including the BetMGM Big Game Bash and other VIP experiences, sweepstakes and interactive moments. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, that could cause actual results or outcomes to differ



# BETMGM

materially from those discussed in the forward-looking statements. Included among the important factors that could cause actual results to differ materially from those indicated in such forward-looking statements are: risks related to the effects of economic conditions and market conditions in the markets in which BetMGM operates, the significant competition within the gaming and entertainment industry; risks that the referenced ad campaign or Super Bowl related events and promotions do not occur or do not occur in the manner described herein; BetMGM's ability to execute on its business plan; changes in applicable laws or regulations, particularly with respect to iGaming and online sports betting; BetMGM's ability to manage growth and access the capital needed to support its growth plans; BetMGM's ability to obtain the required licenses, permits and other approvals necessary to grow in existing and new jurisdictions, and additional risks and uncertainties described in MGM Resorts International's Form 10-K, Form 10-Q and Form 8-K reports (including all amendments to those reports). In providing forward-looking statements, neither MGM Resorts International nor BetMGM is undertaking any duty or obligation to update these statements publicly as a result of new information, future events or otherwise, except as required by law. If MGM Resorts International or BetMGM updates one or more forward-looking statements, no inference should be drawn that it will make additional updates with respect to those other forward-looking statements.

SOURCE BetMGM