



Bally's Atlantic City's Commitment to Bring A Whole New Experience to AC Is Now A Reality

(Atlantic City, NJ) February 24, 2022 – Bally's Atlantic City's commitment to revitalizing the casino resort is evident with the announcement of its new indoor/outdoor entertainment venue. After recently announcing over \$100 million of planned renovations including new hotel rooms, Bally's Atlantic City has begun construction for The Yard which will debut in early summer 2022. The Yard, is nestled between the Dennis Towers, is over 10,000 square feet with 5,000 square feet of new construction.

“Atlantic City deserves a beautiful attraction and there is no better place than the center of the boardwalk at Bally's Atlantic City. Many of us remember the iconic Dennis Hotel's towers photo that has appeared so many times, and now we are bringing energy to this space like never before,” said Phil Juliano, Executive VP of Casino Operations & Chief Marketing Officer at Bally's Corporation.

The Yard – Beer, Eats, and Beats

This beer garden-style venue will be a must-experience attraction offering live entertainment, a gastro-pub style menu, a curated tap list featuring local and national brewers, and craft cocktails. Adding to this experience will be 90's themed arcade games, lounge-style seating, and an indoor and outdoor stage for live entertainment. Located at Bally's courtyard just steps off the Atlantic City Boardwalk, The Yard is sure to become an instant classic all-year long.

“The inspiration came from a collection of Philadelphia and New York-style beer halls, and we took it to the next level. The modern industrial design and open-air space captures beautiful views from every angle in a park-like setting and designed to guarantee outstanding acoustics for live entertainment all year long. The Yard is a game-changer and an unmatched experience and must-see attraction for all guests visiting Atlantic City,” said Paul Juliano SVP of Operations at Bally's Corporation.

Bally's Atlantic City will debut its new renovations including hotel rooms, hotel lobby, and lobby bar on Memorial Day Weekend.

For more information regarding Bally's Renovation, visit www.ballyac.com

About Bally's Corporation:

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence of Online Sports Betting and iGaming offerings. It currently owns and manages 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licenses in 16 states. It also owns Gamesys Group, a leading, global, online gaming operator, Bally Interactive, a first-in-class sports betting platform, Monkey Knife Fight, the fastest growing daily fantasy sports site in North America, SportCaller, a leading, global B2B free-to-play game provider, and Telescope Inc., a leading provider of real-time fan engagement solutions.

With approximately 10,000 employees, the Company's casino operations include more than 15,800 slot machines, 500 table games and 5,300 hotel rooms. Upon closing the previously announced Tropicana Las Vegas (NV) transaction, as well as completing the construction of a land-based casino near the Nittany Mall in State College, PA, Bally's will own and manage 16 casinos across 11 states. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

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