



Immediate Release

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***Bally's Atlantic City Is Celebrating Labor Day Weekend
With Two Of The Largest Promotions In 2021!***

(Atlantic City, NJ) July 28, 2021- Bally's Atlantic City is back and celebrating Labor Day Weekend with the most significant promotions held in Atlantic City in 2021!

\$350,000 SIZZLING SUMMER SWEEPSTAKES

Bally's Players Club Card members will receive one free entry and can earn additional entries for every 25 tier points they earn at any slot machine or table game using their player's club card. Members can also earn 5X entries every Tuesday and Wednesday, August 3 through September 1.

On Sunday, September 5, members must activate their accumulated entries at any kiosk between 12:00 pm and 10:45 pm to be eligible, and participants must be present to win. Ten (10) winners will win \$1,000 in free slot play, every hour from 2:00 pm to 11 pm, winning their share of \$100,000. Plus, one (1) lucky winner may take home the grand prize of \$250,000 cash.

Certain restrictions apply. Visit Players Club for complete details. Must be 21 or older. Gambling Problem? Call 1-800-GAMBLER.

100X POINTS FOR FREE PLAY

On Saturday, September 4, for every point that Bally's Players Club card members earn playing slots, they will receive \$1 in free slot play to redeem 50% on October 2 and 30, 2021.

Bally's Players Club members must activate this promotion at any kiosk from 12 pm to 11:59 am on September 4 and must earn a minimum of 100 points that day to be eligible.

Certain restrictions apply. Visit Players Club for complete details. Must be 21 or older. Gambling Problem? Call 1-800-GAMBLER.

For more information, visit www.ballysac.com. Follow us on Facebook, Instagram, and Twitter.

About Bally's Corporation

Bally's Corporation is a leading regional casino-entertainment company with a growing omni-channel presence of online sports betting and iGaming offerings in the US. It currently owns and manages 14 casinos across 10 states, a horse racetrack in Colorado and has access to OSB licenses in 14 states. It also owns Bet.Works, a first-in-class B2B2C sports betting platform, Monkey Knife Fight, the fastest growing daily fantasy sports site in North America, and SportCaller, a leading global B2B free-to-play game provider.

With more than 6,000 employees, the Company's operations, pro forma for pending acquisitions, include 15,837 slot machines, 532 table games and 5,355 hotel rooms. Upon closing the previously announced Tropicana Las Vegas (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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