



Bally's Atlantic City Announces A High Limits Room

(Atlantic City, NJ) September 22, 2021 – After recently announcing over \$100 million of planned renovations, Bally's Atlantic City announces its plans for a High Limits Room.

High Limits Room

Bally's is creating a new High Limits Room providing an elevated experience for its guests. This new space is one of the latest additions at Bally's Atlantic City and will provide an experience unlike any other in Atlantic City. This intimate High Limits Room has been designed exclusively for elite guests featuring Mini-Baccarat, Blackjack, Roulette, and Craps tables, and a custom-made green wall and signature chandelier will create a unique ambiance. Elite players and guests can relax in the high-end upscale lounge featuring plush seating, TVs, and light fare. The first phase of the all-new High Limits Room will debut in October and be completed in November 2021, making it a gaming attraction and destination in Atlantic City.

"Our ownership is committed to providing a gaming experience like no other. The High Limits Tables room is just the beginning of the many improvements planned for Bally's Atlantic City. We look forward to sharing more details about our \$100 million of planned renovations," said Nick Polcino, Vice President/General Manager at Bally's Atlantic City.

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 Bally's Interactive, a first-in-class B2B2C 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, a leading provider of real-time fan engagement solutions.

With more than 8,000 employees, the Company's operations, pro forma for pending acquisitions, include 15,833 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".