



Caesars Sportsbook Named an Official Sports Betting Partner of the Knicks, Rangers, Madison Square Garden Arena and MSG Networks

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Unique Partnership Grants Caesars Sportsbook Significant Exposure Through New York's Iconic Sports Franchises and MSG Entertainment Assets

Caesars Sportsbook and MSG Networks Will Launch a First-of-its-Kind Branded Content Series Featuring JB Smoove

NEW YORK & LAS VEGAS--(BUSINESS WIRE)-- Madison Square Garden Sports Corp. (NYSE: MSGS) ("MSG Sports") and Madison Square Garden Entertainment Corp. (NYSE: MSGE) ("MSG Entertainment") announced today a multi-year marketing partnership with Caesars Sportsbook, an entity of Caesars Entertainment, Inc (NASDAQ: CZR) ("Caesars"), making Caesars Sportsbook an Official Sports Betting Partner of the New York Knicks, New York Rangers, Madison Square Garden Arena and MSG Networks. In addition, the best-in-class sportsbook operator will also gain significant digital media exposure across MSG Sports' and MSG Entertainment's platforms, as well as unique MSG and hospitality experiences at The World's Most Famous Arena that will be available to Caesars Rewards program customers.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20211118005501/en/>

Caesars Sportsbook will have a branded, premium hospitality space inside Madison Square Garden that will be open for all Knicks and Rangers games, as well as additional select events. Caesars Rewards members – including customers that sign up for the Caesars Sportsbook mobile app – will have an opportunity to access the space, which will undergo a full refurbishment leading into the 2022-23 Knicks and Rangers seasons. Once complete, the

space will be highlighted with Caesars Sportsbook branding and feature unique programming, including special guest appearances, giveaways, and enhanced activations, all available through **Caesars Rewards**.

Through this partnership with Caesars Sportsbook, a part of the largest gaming and entertainment company in the US, MSG Networks and Caesars Sportsbook will also launch a new content series on MSG Networks and its social media channels featuring Caesar himself, JB Smoove. A longtime Knicks fan and avid New York sports fan, JB Smoove embodies the legendary Caesar in Caesars Sportsbook's national advertising campaign and the new content series "One Course with JB Smoove" will integrate Caesars Sportsbook betting odds and content.

"We're thrilled to welcome Caesars Sportsbook - a renowned brand in the sports betting industry - to the MSG Sports and MSG Entertainment families," said Ron Skotarczak, Executive Vice President, Marketing Partnerships, MSG Entertainment. "Caesars Sportsbook is a key player in the growing world of sports betting - and we look forward to utilizing this partnership to further strengthen our brands' connection with Caesars customers, while also providing the company with significant exposure across our unrivaled set of assets."

In addition, MSG Networks and Caesars Sportsbook will launch a 20-part programming marathon to bring back the hit series, "Four Courses with JB Smoove." The show, which premiered in 2013, showcased JB Smoove having conversations with acclaimed athletes and celebrities from the comfort of a dinner table, and will now be updated with Caesars-themed content.

"I am thrilled to be reunited with my friends at MSG Networks," said JB Smoove, Emmy nominated actor-comedian. "I can see it now: Caesar in the Mecca! A match made in heaven!"

Caesars Sportsbook will receive prominent exposure inside Madison Square Garden, including TV visible signage, in-arena LED messaging, GardenVision features and activations on the court and ice during Knicks and Rangers games. Digital boards outside of Madison Square Garden and in the new Moynihan Train Hall will also feature Caesars Sportsbook branding on display to the millions of people who walk by every day.

"Caesars Sportsbook is ready for expansion into New York," said Eric Hession, Co-President of Caesars Digital. "To partner with these legendary New York brands for compelling creative content and branding uniquely positions us to reach the avid sports fans in the region."

The easy-to-navigate Caesars Sportsbook app is currently live in 20 states and jurisdictions - 14 of which are mobile - and operates the largest number of retail sportsbooks across the country. The mobile app offers expansive wagering options, including live in-game betting, as well as safe and easy ways to deposit and withdraw funds.

About Madison Square Garden Sports Corp.

Madison Square Garden Sports Corp. (MSG Sports) (NYSE: MSGS) is a leading professional sports company, with a collection of assets that includes: the New York Knicks (NBA) and the New York Rangers (NHL); two development league teams – the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL); and esports teams through Counter Logic Gaming, a leading North American esports organization, and Knicks Gaming, an NBA 2K League franchise. MSG Sports also operates two professional sports team performance centers – the MSG Training Center in Greenburgh, NY and the CLG Performance Center in Los Angeles, CA. More information is available at www.msgsports.com.

About Madison Square Garden Entertainment Corp.

Madison Square Garden Entertainment Corp. (MSG Entertainment) is a leader in live entertainment. The Company presents or hosts a broad array of events in its diverse collection of venues: New York's Madison Square Garden, Hulu Theater at Madison Square Garden, Radio City Music Hall and Beacon Theatre; and The Chicago Theatre. MSG Entertainment is also building a new state-of-the-art venue in Las Vegas, MSG Sphere at The Venetian. In addition, the Company features the original production – the Christmas Spectacular Starring the Radio City Rockettes – and through Boston Calling Events, produces the Boston Calling Music Festival. The Company's two regional sports and entertainment networks, MSG Network and MSG+, deliver a wide range of live sports content and other programming. Also under the MSG Entertainment umbrella is Tao Group Hospitality, with entertainment dining and nightlife brands including: Tao, Marquee, Lavo, Beauty & Essex, Cathédrale, Hakkasan and Omnia. More information is available at www.msgentertainment.com.

About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment Company in the U.S. and one of the world's most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars®, Harrah's®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the Company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-522-4700. For more information, please visit www.caesars.com/corporate. If you or someone you know has a gambling problem, help is available. Call (877-8-HOPENY) or text HOPENY (46769).

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