



NEWS RELEASE

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Southland Casino Racing launches Betly.com online Arkansas sportsbook

The Betly online sportsbook is a convenient, easy-to-use extension of Southland's sports wagering experience for patrons and others to play anywhere in Arkansas

WEST MEMPHIS, Ark. (March 5, 2022) – Southland Casino Racing today launched its Betly online sportsbook to allow Southland patrons and others across the state to participate in sports betting anywhere in Arkansas.

The Betly online sportsbook for Arkansas is now available on PC and Mac browsers at www.southland.betly.com but not yet via mobile phones. The Betly Arkansas mobile apps for Android and Apple devices are anticipated to be available soon.

The new online sportsbook complements Southland's onsite Betly sportsbook, which is located at the venue's Sports Bar & Grill, as well as via kiosks in other areas of the expanding casino complex.

"The Betly online sportsbook will make it even easier for our patrons, all Arkansas residents and visitors to the state to wager on their favorite teams," said David Wolf, president and general manager of Southland Casino Racing. "Many patrons are already using our Betly sportsbook kiosks at Southland, so the online sportsbook will be a familiar and convenient extension of our sports betting experience."

New users of the Betly Arkansas sportsbook can receive up to a \$250 risk-free first bet to begin wagering. Betly makes it easy to register, deposit funds, review odds and place wagers in Arkansas. Wagers can be placed on an array of sports, including auto racing, baseball, basketball, boxing, football, golf and mixed martial arts.

Delaware North, a global hospitality and entertainment company with a portfolio of successful regional casinos, including Southland, developed the Betly online sportsbook and mobile app for Arkansas through Gamewise, the joint venture the company launched in July 2021 with leading Belgian gaming and sports betting partner Gaming1. Delaware North also operates retail sportsbooks and the Betly online sportsbook in West Virginia, where the company operates two casinos.

"We strived to make Betly very fun, user friendly and unintimidating as an ideal first experience for people wanting to get into sports betting," said Luisa Woods, vice president of marketing for Delaware North's gaming division.

“It’s innovative features are specifically designed to engage and entertain sports fans, but we use familiar terminology and aren’t pushing high-dollar offers that can scare casual sports fans away. And, most importantly, this is coming from Southland, a trusted brand with local roots.”

The new Betly online sportsbook will allow Southland to build on its significant economic and community investments in West Memphis and the state, Wolf said, including the \$250 million new casino gaming complex opening this spring and hotel opening later this year.

About Southland Casino Racing

Southland Casino Racing has been a major racing venue for more than 60 years and the casino offers slot machines plus live table games -- as well as sports betting. Restaurants at Southland include the Sports Bar & Grill, Bourbon Street Steakhouse & Grill and The Buffet. Southland has long been a pivotal fixture of the West Memphis community, strongly supporting the community with jobs, business stability, and economic contributions. It has consistently won awards for its outstanding community service, including millions of dollars donated to neighborhood charities and educational institutions. Southland is owned and operated by Delaware North, a global leader in hospitality. More information is available at www.southlandcasino.com.

About Southland Casino Racing’s Community Commitment

As one of the largest employers in West Memphis, Southland Casino Racing is committed to further supporting the tristate area through volunteer efforts, donations, and continued investments. Southland Casino Racing's Community Engagement Office is designed to identify and invest in areas within Eastern Arkansas, Memphis and the Mid-South. Our goal is to empower our neighbors to care for their health, futures, and connect with each other, through Southland's philanthropic channels. Organizations interested in requesting a charitable contribution from Southland may apply at www.southlandcommunityengagement.com

About Southland Casino Racing’s Expansion

Construction is on track to open Southland’s new casino complex in the spring of 2022, with the hotel to follow later in the year. The new casino complex will be filled with 2,400 slot machines and as many as 50 live table games. Plus, the casino complex will also feature new and expanded dining options, including a larger buffet, larger steakhouse restaurant, new fry house, new coffee shop, new VIP player lounge and new center, lobby and steakhouse bars. Onsite parking will be expanded via construction of a new, covered parking garage with over 1,400 spaces. A gleaming, blue-glass high-rise hotel is being built at the site with 300-rooms, including 60-70 suites and 12 penthouse suites on the top floor.

About GAMING1

Gaming1 is a major actor in technology and both land-based and online entertainment (casino, sports betting and poker). The group is a leader on the Belgian game of chance market in B2B and B2C with its brands Circus and 777. They have more than 40 gaming halls, land-based casinos and gaming clubs in Belgium, France and Switzerland.

Gaming1 wants to offer its customers and partners a fluid, fun and innovative omnichannel experience. The company has developed their own technological platform that is constantly evolving to allow their local and international partners to develop their online presence. Gaming1 also has their own casino game studio. In their 30 years of experience, Gaming1 has built a portfolio of strong brands on a local and international level. Only active on regulated markets, Gaming1 aspires to develop a responsible and ethical image of gaming. Today, the group is present in nine countries around the world, including Portugal, France and the United States with their joint venture Gamewise founded with the American hospitality and entertainment company Delaware North.

The group employs more than 1,500 people and has four activity hubs (Belgium, France, Malta and Tunisia) with the main office in Liège with more than 450 employees. Gaming1 is part of Ardent Group,

an association of families of investors from Liège who are always striving to actively and responsibly boost the economy in Wallonia through entrepreneurial and societal projects.

About Delaware North

Delaware North is a global leader in the hospitality and entertainment industry. The company annually serves more than a half-billion guests across four continents, including at high-profile sports venues, airports, national and state parks, restaurants, resorts, hotels and casinos. Building on more than a century of enduring partnerships and a commitment to local communities and sustainability, Delaware North's vision is to delight guests by creating the world's best experiences today while reimagining tomorrow. Learn more at www.DelawareNorth.com and connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).