



NEWS RELEASE

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Southland Casino Hotel's Betly online sportsbook extended to Tennessee

Betly.com website and mobile apps now available to Southland Casino Hotel patrons and others to play anywhere in Tennessee – in addition to Arkansas

West Memphis, Ark. (Aug. 15, 2022) – Southland Casino Hotel has launched its Betly online and mobile sportsbook for betting anywhere in Tennessee, extending its reach beyond Arkansas, where earlier this year it launched as the first online and mobile sportsbook in that state.

The Betly.com online sportsbook for Tennessee is now available on PC and Mac browsers at Betly.com. The Betly Tennessee mobile apps are available for download for Apple iOS devices in the Apple App Store and for Android devices in the Google Play Store.

Southland Casino Hotel, located a short drive from greater Memphis, Tenn., has a large patron base of Tennessee residents. Like with the Arkansas launch, the Betly Tennessee sportsbook complements Southland's onsite Betly sportsbook, which is located at the venue's Sports Bar & Grill and features self-betting kiosks in other areas of the expanded casino and hotel complex.

"We are thrilled to make the Betly online and mobile sportsbook available to our many loyal patrons in Tennessee," said Jeff Strang, Southland's senior director of marketing. "Now they can experience the excitement of wagering on their favorite teams and sports betting in general from the convenience of their homes and anywhere in the state."

Betly provides a user-friendly and unintimidating online and mobile sports betting platform as an ideal first experience for people who want to try sports betting. It's also a familiar and convenient extension of Southland's onsite sports betting experience.

New users of the Betly Tennessee 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 Tennessee and Arkansas. Wagers can be placed on an array of sports, including auto racing, baseball, basketball, boxing, football, golf and mixed martial arts.

The technology for the Betly online sportsbook and mobile apps for Tennessee and Arkansas is provided by Gamewise, the joint venture of Southland parent company Delaware North with leading Belgian gaming and sports betting partner GAMING1.

"Tennessee is an exciting market to continue our growth after the immense success earlier this year in Arkansas," said Victor Araneda, GAMING1's chief business development officer. "We're proud to see our technology performing so well in the United States and look forward to continually improving

our app's functionality. We strongly believe in the value our omnichannel partnership with Delaware North will provide Tennessee bettors.”

Delaware North, which is a global hospitality and entertainment company with a portfolio of regional gaming venues, also operates the Betly online and mobile sportsbook in West Virginia and onsite sportsbooks at its two casinos in the state: Wheeling Island Hotel-Casino-Racing and Mardi Gras Casino & Resort.

“Betly has innovative features 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,” said Luisa Woods, vice president of marketing for Delaware North’s gaming division. “And just like in Arkansas, Betly Tennessee is coming from Southland, a trusted brand with local roots.”

Southland Casino Hotel in April opened a new 113,000-square-foot casino complex as a significant part of the property’s ongoing \$320 million expansion project that began in 2019. The first phase of the hotel portion of the expansion opened in July, with completion anticipated this fall.

About Southland Casino Hotel

Southland Casino Hotel has been a major racing venue for more than 60 years and recently opened its newly expanded casino complex that boasts 2,400 total slot machines, as many as 50 live table games, sports betting and a new covered parking garage with over 1,400 spaces. Restaurants at Southland include The [Kitchens](#) – a unique buffet experience, [Ignite Steakhouse](#), [The Fry House](#), [The Grind](#) and the [Sports Bar & Grill](#), while new bars include the [Chairman’s Bar](#), [Charred Oak Bourbon Bar](#) and the Ignite Steakhouse Bar.

The property’s expansion continues with a gleaming, blue-glass high-rise hotel that will feature 300 rooms, including more than 60 suites and 12 penthouse suites on the top floor. A limited number of rooms are available now. Book online now at www.SouthlandCasino.com.

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 and entertainment. More information is available at www.SouthlandCasino.com

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](#).

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.