

## MGM Resorts International & Major League Soccer Announce Multi-Year Gaming Partnership

3/19/2019

Landmark partnership marks league's first official sports betting agreement

NEW YORK, March 19, 2019 /PRNewswire/ -- MGM Resorts International (NYSE: MGM) and Major League Soccer (MLS) today announced a historic multi-year strategic partnership that establishes MGM Resorts as the league's first official gaming partner and Roar Digital (Roar), the joint venture between MGM and GVC, as the exclusive Official Sports Betting Partner of MLS.

The landmark deal provides MGM Resorts and Roar access to:

- Enhanced MLS data for fans and sports betting customers
- Television-visible signage for all 100+ nationally broadcast games
- Unique MLS-themed promotions and sweepstakes utilizing MLS prizing
- Match footage and photography
- MLS talent and a host of mutually beneficial hospitality and event opportunities in Las Vegas and beyond

MLS and MGM Resorts, along with Roar Digital, will also develop an exclusive "Free to Play" game for fans to deepen fan engagement, drive adoption of sports betting in regulated states and build a base of potential sports bettors in states where regulation is still to be adopted.

The agreement grants MGM Resorts and Roar activation opportunities at major MLS events, including the MLS All-Star Game and the MLS Cup championship game. MGM Resorts and Roar will amplify the relationship by promoting a range of the companies' offerings, including Roar's playMGM mobile sports betting app, across league media platforms. MGM Resorts will also have an assortment of integrations across MLS social and digital channels, including an exclusive digital content series.

"Major League Soccer is proud to partner with MGM Resorts to bring existing and new fans close to our sport in innovative and immersive ways," said MLS Commissioner Don Garber. "MGM Resorts is a leader in sports

betting, and they recognize the progress of our league and the growth of the sport in the United States and Canada. Together, we will deliver cutting-edge data and analytics to MLS fans, and fan engagement will be the driving force behind every initiative in our partnership."

"Major League Soccer offers some of the most exciting sports action in the business, and we couldn't be more excited to partner with the league as their official gaming partner," said MGM Resorts Chairman and CEO Jim Murren. "Pairing MLS action and real-time data and analytics with MGM Resorts' best-in-class sports betting operations and innovative technology and mobile offerings will truly wow soccer fans and showcase our shared commitment to providing a thrilling and immersive sports experience. We look forward to building on our growth and continued success as a sports, gaming and entertainment leader."

"This is a fantastic opportunity for Roar Digital and our customers," added Roar Digital CEO, Adam Greenblatt, "MLS is one of the fastest growing professional leagues in the world and has rapidly established a passionate fan-base throughout the United States. The partnership positions us to be able to offer our players a unique blend of best-in-class product and customer experience."

As a global leader in entertainment, MGM Resorts will work jointly with MLS to bring world-class soccer events and entertaining activations to fans in Las Vegas. Both organizations will work together to protect the integrity of MLS matches. For information on MGM Resorts' innovative responsible gambling program, visit [www.mgmresorts.com/gamesense](http://www.mgmresorts.com/gamesense).

#### **ABOUT MLS:**

Headquartered in New York City, Major League Soccer features 27 clubs throughout the United States and Canada, including future expansion teams in Nashville, Miami and Austin. The League plans to have 28 clubs in the coming years. For more information about MLS, visit [MLSsoccer.com](http://MLSsoccer.com).

#### **ABOUT MGM RESORTS INTERNATIONAL**

MGM Resorts International (NYSE: MGM) is an S&P 500® global entertainment company with national and international locations featuring best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings. MGM Resorts creates immersive, iconic experiences through its suite of Las Vegas-inspired brands. The MGM Resorts portfolio encompasses 29 unique hotel and destination gaming offerings including some of the most recognizable resort brands in the industry. Expanding throughout the U.S. and around the world, the company acquired the operations of Empire City Casino in New York in 2019, and in 2018, opened MGM Springfield in Massachusetts, MGM COTAI in Macau, and the first Bellagio-branded hotel in Shanghai. The over 82,000 global employees of MGM Resorts are proud of their company for being recognized as one of

FORTUNE® Magazine's World's Most Admired Companies®. For more information visit us at [www.mgmresorts.com](http://www.mgmresorts.com).

#### **ABOUT ROAR DIGITAL:**

Roar Digital LLC is the US sports betting and online gaming venture, owned by MGM Resorts International (NYSE: MGM) and GVC Holdings Plc (LSE: GVC). Based in New Jersey, the venture was established in July 2018 to create a world-class sports betting and online gaming platform in the United States, in order to take advantage of the new opportunities created by the U.S. Supreme Court's decision to overturn the U.S. federal Professional and Amateur Sports Protection Act (PASPA). Utilizing GVC's US-licensed, state-of-the-art proprietary technology platform, Roar Digital offers sports betting and online gaming via market leading brands including playMGM and partypoker. The venture will have exclusive access to MGM's U.S. land-based and online sports betting, major tournament poker, and online gaming businesses.

Statements in this release that are not historical facts are "forward-looking" statements and "safe harbor statements" within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and/or uncertainties, including those described in MGM Resorts' public filings with the SEC. MGM Resorts has based forward-looking statements on management's current expectations and assumptions and not on historical facts. Examples of these statements include, but are not limited to, statements regarding the expected benefits to be achieved as a result of the partnership. Among the important factors that could cause actual results to differ materially from those indicated in such forward-looking statements include effects of economic conditions and market conditions in the markets in which MGM Resorts operates and competition with other destination travel locations throughout the United States and the world, the design, timing and costs of expansion projects, risks relating to international operations, permits, licenses, financings, approvals and other contingencies in connection with growth in new or existing jurisdictions and additional risks and uncertainties described in MGM Resorts' Form 10-K, Form 10-Q and Form 8-K reports (including all amendments to those reports). In providing forward-looking statements, MGM Resorts is not undertaking any duty or obligation to update these statements publicly as a result of new information, future events or otherwise, except as required by law. If MGM Resorts updates one or more forward-looking statements, no inference should be drawn that it will make additional updates with respect to those other forward-looking statements.

View original content:<http://www.prnewswire.com/news-releases/mgm-resorts-international--major-league-soccer-announce-multi-year-gaming-partnership-300814621.html>

SOURCE MGM Resorts International