

# SuperDraft Debuts First Free-to-Play Sports Betting App with Caesars Rewards



Sports Fans Can Have More Fun Playing with Friends for a Chance to Compete for Cash and High-Value Prizes with No Financial Risk

NEWS RELEASE BY SUPERDRAFT

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**SuperDraft, Inc.**, the daily fantasy platform of **Caesars Entertainment Inc.** (NASDAQ: CZR), announced today the launch of the SuperDraft Free SportsBook App, the first free-to-play sports betting mobile app with cash prizes and Caesars Rewards.

The SuperDraft Free SportsBook complements the company's fan-friendly Daily Fantasy Sports offering, creating new ways for casual fans to engage with their favorite games and cash in on their sports IQ. The launch comes two months after Caesars Entertainment announced its strategic investment in SuperDraft.

The free-to-play sports betting app provides a unique social gaming experience for fans to make big bets on their favorite sports without financial risk. Fans can have fun competing against their friends and other sports fans for cash, gift cards, high-value prizes like consumer electronics, sports and concert tickets, and exclusive VIP experiences from Caesars Rewards.

"Sports betting is exploding across the country, and fans are crying out for a better way to use their hard-earned sports IQ to cash in. We're giving them something even better -- a way to win without spending a dime," said Steve Wang, CEO & Founder of SuperDraft, Inc. "The SuperDraft Free SportsBook is unlike anything fans have ever seen. We can't wait to reward players with exclusive Caesars experiences and big-ticket prizes."

SuperDraft CTO Nate Hunter developed the SuperDraft Free SportsBook in partnership with France-based **Sportnco**, one of the world leaders in the supply and management of turnkey sports betting sites for gaming operators. The app will offer free-to-play sports betting across all major U.S. sports and select global markets. Players can win cash and big-ticket prizes through straight bets, parlay, round-robin, and live in-game bets. In addition, there will be daily, weekly and monthly leaderboards with grand prize payouts.

"We are thrilled that SuperDraft has developed yet another way for players to experience Caesars Rewards," said Eric Hession, Co-President of Caesars Sports & Online Gaming. "SuperDraft's Free SportsBook is an exciting part of our best-in-class mobile and online ecosystem. Our connected palette of mobile and online apps allows

Caesars Rewards members to play across our digital offerings and earn Reward Credits which can be used at all of the Caesars' destinations and online properties."

The SuperDraft Free SportsBook utilizes a social gaming currency called SuperCoin, which is used as token currency to place free bets. When players win enough SuperCoin, they can redeem it in the in-app store for gift cards and other big-ticket prizes such as consumer electronics, merchandise and apparel, as well as trips and vacation packages. Players can also compete to win Caesars Reward credits, redeemable for vacation packages and experiences at Caesars properties nationwide. These include show tickets, world-class dining, spa packages, golf outings, and more.

The SuperDraft Free SportsBook is available for download on iOS and Android app stores.

### **About SuperDraft, Inc.**

SuperDraft, Inc. is based in New Hampshire and is focused on paid entry and free to play daily fantasy in the U.S. via its SuperDraft DFS app available on iOS, Android, web and desktop. The Company has developed several unique game modes and features that appeal to both casual and hardcore sports fans and fantasy players. With unique game modes like Multiplier Mode, SuperDraft levels the playing field and provides new ways to play and win with more possible lineup combinations than the competition. The result is a game that is easier to play and quicker to understand. These daily fantasy sports contests are legal in more than 35 states with its free contests available in all 50 states. For more information, please visit [www.superdraftio](http://www.superdraftio).

### **About Caesars Rewards**

Caesars Rewards is the loyalty program for Caesars Entertainment, Inc., the world's most diversified casino-entertainment provider. With more than 60 million members worldwide, Caesars Rewards is one of the largest and most acclaimed loyalty programs in the world. The program leverages the premium Caesars brand to connect Caesars' elevated standard and prestige with the company's destinations. Members have the ability to earn complimentary hotel stays, access to special events and much more through Caesars Rewards partners. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Find Caesars Rewards on Facebook, and follow on Twitter and Instagram.

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## Company Website

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## Tags

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