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Virgin Hotels Las Vegas Announces William Hill as New Sportsbook Operator

*New partnership to bring William Hill's best-in-Nevada
sports wagering experience to Virgin Hotels Las Vegas*

LAS VEGAS – Virgin Hotels Las Vegas, Curio Collection by Hilton, has announced William Hill Nevada will take over operations of the property's sportsbook this year and bring a best-in-class sports betting offering to the destination, pending regulatory approvals. As part of this strategic partnership, William Hill will introduce a vastly expanded sports wagering menu and significantly increase the footprint of betting kiosks available for wagering 24/7. This collaboration represents the latest strategic advancement in the property's commitment to delivering an elevated and unforgettable experience for its guests and customers.

"We couldn't be more excited to partner with William Hill to elevate our sportsbook experience," said Cliff Atkinson, president of Virgin Hotels Las Vegas. "William Hill is the right strategic partner for us given its track record of providing an unmatched retail and mobile sports betting experience in Nevada. This transition allows us to redefine our sportsbook and align it more closely with the dynamic energy and innovation synonymous with our resort."

"We are grateful to partner with Virgin Hotels Las Vegas and launch a William Hill Sportsbook at the property," said Dan Shapiro, Senior Vice President and Chief Development Officer for William Hill, part of Caesars Digital. "Our sports betting product offering in Nevada stands apart and will help attract new guests to the property as we work closely with the Virgin team. For the first time, Virgin Hotels Las Vegas guests will be able to sign up for mobile sports betting via the William Hill Nevada app and make cash transactions on-site, delivering a seamless experience."

Once the new sportsbook opens, sports fans can look forward to an elevated viewing experience featuring both in-person wagering and the ability for customers to sign up for mobile betting through the William Hill Nevada App, available on the App Store and Google Play. Fans will have access to a nearly endless array of ways to bet on their favorite sports, including prop bets, Same Game Parlays, Super Parlays, live Cash Out, livestreaming of marquee events, including NFL games, in the app, and much more.

William Hill is the largest sportsbook operator in Nevada and an official sports betting partner of the NFL and NHL, as well as the Las Vegas Raiders and Vegas Golden Knights. William Hill is renowned for its expansive betting menu across a wide range of sports, including football, soccer,

hockey, basketball, auto racing, boxing, baseball, and more. This football season, William Hill has introduced its most extensive wagering menus to date, offering two to three times more market options than previous seasons, the weekly Pro Pick'em Football Contest, and parlay cards, including the weekly \$50,000 NFL Progressive Parlay Card and more.

Earlier this year, Virgin Hotels Las Vegas launched Cherry Rewards, the all-encompassing loyalty program that allows members to earn and redeem points on almost every dollar spent throughout the resort – from dining to the resort pool, retail, and gaming. Cherry Rewards reflects the resort's broader casino and gaming strategy to create a seamless and rewarding guest journey.

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About Virgin Hotels Las Vegas

Virgin Hotels Las Vegas is an integrated resort that delivers a vibrant and lively environment for travelers and locals alike. The off-Strip resort features 1,500 Chambers and suites across three towers, a 60,000-square-foot casino and sportsbook, and a five-acre desert pool oasis. The property boasts several dynamic spaces for live music and entertainment, including the 4,600-capacity theater operated by AEG Presents, the intimate 24 Oxford showroom, The Shag Room, a unique and sexy cocktail lounge, and the multi-functional Event Lawn. Touting an exceptional portfolio of 12 food and beverage venues, Virgin Hotels Las Vegas is home to famed restaurants like the legendary Nobu, Michael and David Morton's ONE Steakhouse, Kassi Beach House and Beach Club experience, Pizza Forte, Lucia Mexican Grill, and more. Guests looking to make the most of their visit can join Cherry Rewards, the property's expansive rewards program, where members can earn and redeem points on almost every dollar spent throughout the resort – from gaming to the resort pool, dining, and retail. Virgin Hotels Las Vegas is part of the Curio Collection by Hilton and has been consecutively awarded the AAA Four Diamond Award since its first year of operation. For more information, visit www.virginhotelslv.com.

About Virgin Hotels

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalized hotel experience inspired by the innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 50 years. Each property intermixes a passion for food and beverage with music, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. The current portfolio includes eight hotels – Virgin Hotels London-Shoreditch, Virgin Hotels Chicago, Virgin Hotels Dallas, Virgin Hotels Nashville, Virgin Hotels New Orleans, Virgin Hotels Las Vegas, Virgin Hotels Edinburgh, and Virgin Hotels New York City, followed by Miami and Denver in 2027 as well as the launch of Virgin Residences. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle and more.

About Curio Collection by Hilton

[Curio Collection by Hilton](#) is a global portfolio of more than 170 individually remarkable hotels hand-picked to immerse guests in one-of-a-kind moments in the world's most sought-after destinations. Each hotel in the Curio Collection evokes a bespoke story through distinctive architecture and design, world-class food & beverage and curated experiences, while providing the benefits of Hilton and its award-winning guest loyalty program [Hilton Honors](#). Experience Curio

Collection by Hilton by booking at curiocollection.com or through the industry-leading [Hilton Honors app](#). Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits. Learn more about Curio Collection by Hilton at stories.hilton.com/curio, and follow the brand on [Facebook](#), [Instagram](#) and [X](#).

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