

BetMGM Unveils First Major Corporate Brand Repositioning with “Make it Legendary” Campaign

Sophisticated brand refresh launches with new spots starring award-winning actor Jon Hamm

Jersey City, NJ (Aug. 26, 2025) – BetMGM, a leading sports betting and iGaming operator, today unveiled the next evolution of its brand in collaboration with leading independent ad agency Highdive. The refreshed brand identity highlights BetMGM's dynamic entertainment ecosystem — one that unlocks a world of possibilities, elevated experiences and exceptional hospitality. Bringing the brand to life,



the new “Make it *Legendary*” campaign is anchored by a series of multi-channel spots featuring BetMGM's newest brand ambassador: EMMY® Award and Golden Globe Award-winning actor Jon Hamm.

“This isn’t just a campaign — it’s a reimagining of what BetMGM stands for. We’re at the forefront of entertainment and gaming, with the spirit of Las Vegas woven into our DNA,” said Casey Hurbis, Chief Marketing Officer, BetMGM. “Our new positioning celebrates the thrill, spectacle and storytelling potential in every spin, play and reward. With Jon Hamm’s talent and universal appeal, he’s a natural fit to represent the refined essence of our brand.”

[Click here](#) to view the “*Legendary Photos*” spot

Highdive worked hand-in-hand with BetMGM's creative team on the transformation, informed by extensive customer research. The first of six new spots is scheduled to premiere Saturday, Aug. 30 during college football games, with additional spots rolling out across TV, social, digital, out-of-home and BetMGM properties nationwide. Directed by two-time Directors Guild of America Director of the Year Noam Murro, the spots leverage Hamm’s charisma and storytelling charm to make every interaction feel like an elevated experience.

Hamm said, “BetMGM is all about style, and the ‘Make it Legendary’ campaign captures that energy. It’s witty, cinematic, and shows that betting with BetMGM is an unmatched experience.”

Mark Gross, co-founder and co-chief creative officer at Highdive, emphasized the strategic depth of the repositioning and said, “We didn’t just create ads — we built a creative platform that gives BetMGM a long-term advantage. This is about storytelling, connection and creating a brand that truly speaks to today’s players, not at them.”

As BetMGM continues to expand into new markets and introduce new features, responsible gaming remains a key focus. Additionally, BetMGM is proud to provide resources to help customers play responsibly including GameSense, an industry leading program, developed and licensed to MGM Resorts by the British Columbia Lottery Corporation. Through the integration within BetMGM's mobile and desktop platforms, customers can receive the same GameSense experience they have grown to rely on at MGM Resorts properties nationwide. This complements BetMGM's already existing responsible gambling tools which serve to provide customers with an entertaining and safe digital experience.

For more information on BetMGM, follow [@BetMGM](#) on X or visit <https://www.betmgminc.com>. For more information on Highdive, visit <https://highdiveus.com>.

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Gambling problem? Call 1-800-GAMBLER (Available in the US), 877-8-HOPENY or text HOPENY (467369) (NY) 1-800-327-5050 (MA), 1-800-NEXT-STEP (AZ), 1-800-BETS-OFF (IA), 1-800-981-0023 (PR) 21+ only. Please Gamble Responsibly. See BetMGM.com for Terms. Subject to eligibility requirements. In partnership with Kansas Crossing Casino and Hotel.

About BetMGM

BetMGM is a market-leading sports betting and gaming entertainment company, pioneering the online gaming industry. Born out of a partnership between MGM Resorts International (NYSE: [MGM](#)) and Entain Plc (LSE: ENT), BetMGM has exclusive access to all of MGM's U.S. land-based and online sports betting, major tournament poker, and online gaming businesses. Utilizing Entain's U.S.-licensed, state-of-the-art technology, BetMGM offers sports betting and online gaming via market-leading brands including BetMGM, Borgata Casino, Party Casino and Party Poker. Founded in 2018, BetMGM is headquartered in New Jersey. For more information, visit <https://www.betmgminc.com>.

About Highdive

Founded in 2016, Highdive (highdiveus.com) is a full-service, independent creative agency headquartered in Chicago. It was founded and is led by big agency veterans who set out to create a new agency model with a simple promise: to create the healthiest client agency relationships in the industry. The result is work so powerful it can't be ignored and has attracted an

industry-leading client roster including Jeep, State Farm, KFC, Airheads, BetMGM, Culligan, Jersey Mike's, and Lay's. On a rapid growth trajectory, Highdive landed the number two spot on Ad Age's 2024 Agency A-List, earned the agency's 4th #1 USA Today Super Bowl Ad Meter finish in five years with State Farm's "Like a Good Neighbaaa" commercial starring Arnold Schwarzenegger and was recognized as the 14th fastest growing company in all of Chicago.

Forward-Looking Statements

Statements in this release that are not historical facts are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, as amended, which involve substantial risks and/or uncertainties, including those described in MGM Resorts International's public filings with the Securities and Exchange Commission. Forward-looking statements can be identified by the use of forward-looking terminology such as "believes," "expects," "could," "may," "will," "should," "seeks," "likely," "intends," "plans," "pro forma," "projects," "estimates" or "anticipates" or the negative of these words and phrases or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical matters. BetMGM has based forward-looking statements on management's current expectations, assumptions and projections about future events and trends. Examples of these statements include, but are not limited to, BetMGM's expectations regarding its collaboration with Highdive and launch of the "Make it Legendary" campaign. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Included among the important factors that could cause actual results or events to differ materially from those indicated in such forward-looking statements are: risks related to the effects of economic conditions and market conditions in the markets in which BetMGM operates, the significant competition within the gaming and entertainment industry; risks that the collaboration or marketing campaign described herein does not occur or does not occur in the manner described herein; BetMGM's ability to execute on its business plan; changes in applicable laws or regulations, particularly with respect to iGaming and online sports betting; BetMGM's ability to manage growth and access the capital needed to support its growth plans; BetMGM's ability to obtain the required licenses, permits and other approvals necessary to grow in existing and new jurisdictions, and additional risks and uncertainties described in MGM Resorts International's Form 10-K, Form 10-Q and Form 8-K reports (including all amendments to those reports). In providing forward-looking statements, neither MGM Resorts International nor BetMGM is 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 International or BetMGM 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.

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