

BetMGM Debuts Comprehensive Slate of Product and Pricing Enhancements for Football Season

Legendary Thursdays, BetDefense and Ultimate Teams Free-to-Play highlight how “It Happens Here” at BetMGM

[Click here](#) to download and view photos (credit: BetMGM)

Jersey City, NJ (September 9, 2026)— [BetMGM](#), a leading sports betting and iGaming operator, unveiled its 2026-27 football season lineup, featuring a combination of product innovations, weekly promotions and legendary experiences. The season's offerings are designed to deliver more value through enhanced pricing and product features, create more opportunities for fans to engage throughout the week and reward players through loyalty benefits and premium experiences.

“Our goal is simple: to give our players everything they need to make the most of football season,” said Adam Greenblatt, Chief Executive Officer, BetMGM. “Bettors want more than just a place to make a wager. They want great pricing, memorable experiences, meaningful rewards and opportunities to stay connected to the action all season. It all happens here at BetMGM.”

Highlights for the 2026-27 season include:

- **Performance Upgrades:** Faster page loads, smoother navigation and improved responsiveness during live betting help deliver a faster and more seamless sportsbook experience.
- **Legendary Thursdays:** Exclusive bonuses and special odds tied to Thursday night football games create a new weekly destination at the start of every football weekend.
- **BetDefense:** First-quarter injury protection on eligible pro football player prop wagers gives your stake back in cash if a player is sidelined by injury during the opening quarter. *Additional terms apply. Offer not available in AB, MA, ON and PR.*
- **Odds Flash:** Premium spread pricing on college and pro football gives customers access to more value throughout the season, with real-time notifications when odds move on these markets. *Odds may vary.*
- **Cash Out:** Expanded Cash Out capabilities give players more control over their wagers by allowing them to settle eligible bets before the final outcome is determined.
- **Ultimate Teams:** A new free-to-play game gives eligible customers the chance to win prizes throughout football season by logging in Monday through Friday to reveal daily cards, including a share of a weekly \$50,000 Bonus Bets jackpot. *Bonus Bets expire in 96 hours. Additional terms apply. Not available in AB, ON, NV and PR.*
- **First Bet Offer:** Eligible new players can receive up to \$1,500 in bonus bets if their initial wager doesn't win. *Offer not available in AB, ON, MI, NY, NJ, NV, PA, PR and WV. Bonus bets are non-withdrawable and expire in seven (7) days. Additional terms apply.*
- **Football-Themed Casino Games:** Football-themed promotions, live dealer games and 20 team-branded casino titles, depending on jurisdiction, extend football season beyond the sportsbook and across BetMGM's award-winning online casino.
- **Rewards:** Through BetMGM Rewards, customers can turn gameplay into travel, entertainment, hospitality, and other real-world experiences. The recently launched Rewards Hub makes it easier to track tier status, access promotions and manage rewards across the BetMGM ecosystem.

In-Person Experiences: From the new Tailgate Beach Club at Mandalay Bay to BetMGM's nine retail sportsbooks on the Las Vegas Strip and locations nationwide, customers can experience football season both online and in person. Select BetMGM retail sportsbooks will also host free-to-enter, season-long Survivor and Pick'Em contests. *Must be 21+ and an MGM Rewards Member to enter. Additional terms apply. For more details, visit your local BetMGM sportsbook or <https://sports.betmgm.com/en/blog/betmgm-signature-series-win-prizes-football-contests/>.*

Responsible Gambling Commitment:

Responsible gambling remains a key focus for BetMGM. This September, BetMGM and MGM Resorts International announced a combined \$320,000 commitment to responsible gaming initiatives and will continue expanding GameSense® messaging across digital platforms and professional sports venues.

BetMGM is currently available in 31 markets with mobile and retail offerings. As BetMGM continues to expand into new markets and introduces new features, responsible gambling 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. GameSense complements BetMGM's 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.

###

Gambling problem? Call 1-800-GAMBLER or 1-800-MY-RESET (Available in the US), 877-8-HOPENY or text HOPENY (467369) (NY), 1-800-327-5050 (MA), 1-800-BETS-OFF (IA), 1-800-981-0023 (PR). Visit mdgamblinghelp.org (MD). 21+ only. New Customer Offer. Please Gamble Responsibly. See BetMGM.com for Terms. Subject to eligibility requirements. Bonus Bets are non-withdrawable. In partnership with Kansas Crossing Casino and Hotel. BetDefense is not available in AB, MA, ON and PR. Ultimate Teams is not available in AB, NV, ON, and PR. First Bet Offer is not available in AB, MI, NJ, NV, NY, ON, PA, PR, and WV.

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://sports.betmgm.com/en/blog>.

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, and involve risks and/or uncertainties, including those described in MGM Resorts' 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. MGM Resorts and BetMGM have 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, MGM Resorts and BetMGM's expectations regarding the referenced innovations, promotions, and experiences. These forward-looking statements involve a number of risks and uncertainties. Among the important factors that could cause actual results to differ materially from those indicated in such forward-looking statements include the risk that the innovations, promotions, and experiences do not occur in the manner described herein, risks related to the effects of economic conditions and market conditions in the markets in which MGM Resorts and BetMGM operate 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, neither MGM Resorts 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 or BetMGM update 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.

MEDIA CONTACTS:

BetMGM

Jennifer Arapoff
press@betmgm.com

Robert Flicker
BetMGM@kirvindoak.com

<https://newsroom.mgmresorts.com/press-releases?item=123012>