

**PGCB  
INFORMATIONAL UPDATE  
& GM INTRODUCTION**

**JUNE 12, 2019**



# PRESENTING FOR RUSH STREET GAMING AND SUGARHOUSE CASINO

## **Laura McAllister Cox**

VP of Regulatory Compliance and Legal Counsel  
Rush Street Gaming

## **Joe Scibetta**

VP of Development & Operations  
Rush Street Gaming

## **Rob Long**

General Manager  
SugarHouse Casino Philadelphia

- Former regulator Reno, Nevada
- Led ground-up development of Rush Street's first U.S. casino in Vicksburg, MS
- Former GM of Rivers Casino & Resort Schenectady
- Recently transferred to Philadelphia, leading several initiatives: permanent sportsbook development, mobile/online sportsbook launch, iGaming debut and more



# SUGARHOUSE CASINO: HISTORY AT-A-GLANCE

- In 2005, Rush Street co-founders purchased former Jack Frost sugar refinery parcel on Delaware Avenue
- “SugarHouse” was a creative nod to Philly’s past, at a time when gaming in PA was still very new
- SugarHouse Casino opened in 2010; downsized to “interim” facility in response to 2008 collapse of financial markets
- Expanded in 2016, adding The Event Center, Marketplace, poker room, parking garage and other amenities—\$164 million reinvestment
- November 2016, the SugarHouse brand expanded into New Jersey with the launch of PlaySugarHouse.com
- December 2018, launched Philadelphia’s first in-casino sportsbook
- May 2019, launched PA’s first online and mobile sportsbook, PlaySugarHouse.com; intend to launch online casino later this year
- Since opening, earned 14 Top/Best Workplace awards, voted by Team Members; workforce of approximately 1,600



## SUGARHOUSE & RIVERS CASINOS

- Meanwhile, Rush Street has continued to grow its portfolio of U.S. casinos
- In addition to SugarHouse, Rush Street operates three full-service properties: Pittsburgh, PA; Des Plaines, IL (Chicago-area); and Schenectady, NY
- All other Rush Street casinos operate under the Rivers Casino brand and lead their markets
- In developing Rivers' value proposition, Rush Street has prioritized and standardized superior guest experiences, high-end property design, diverse gaming & compelling amenities (white-linen dining, Event Centers, Sportsbooks, etc.)
- The 2016 expansion of SugarHouse added those high-end assets consistent with the Rivers Casino value proposition
- With the advent of mobile sports betting and iGaming, both SugarHouse and Rivers Casino have partnered with Rush Street Interactive to add consistent online capabilities



# WE ARE REBRANDING TO RIVERS CASINO PHILADELPHIA

- Continuously improving customer experiences is a shared goal of the PGCB and Rush Street
- As gaming becomes a 360-degree experience—land-based, mobile, online—a unified brand for Rush Street's PA properties will best serve the Commonwealth, host communities, guests and team members
- Our long-term plan is to establish continuity across Rush Street's PA properties, sportsbooks, iGaming and guest rewards programs
- This rebranding represents a \$15 million reinvestment in the property, and all changes to the facility will be completed by local companies and contractors



## BRAND EVOLUTION: HOW IT BEGINS

- Proactive communications to our team, our guests and our communities
- The physical transformation of our Delaware Avenue property, signage, logos, etc.
- Redesign of gaming pieces, pending PGCB review and approval
- Additional consideration of select modification of Rivers Casino “Pittsburgh” brand to include city designation
- Updated internal controls, pending PGCB review and approval



## TENTATIVE TIMELINE

- Now: Announcement of intention to rebrand
- Early Summer: Begin property transformation, including internal controls (signage, gaming items, etc.)
- Mid Summer: Launch iGaming
- End Summer: Launch of expanded, permanent sportsbook
- Fall 2019: Ceremonial Rivers Casino Philadelphia launch







# QUESTIONS





# THANK YOU