



William Hill and Plaza Hotel & Casino forge long-term partnership
Downtown's biggest race & sports to undergo major upgrades

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LAS VEGAS – The largest and most historic race and sports book in Downtown Las Vegas is set to undergo major renovations as part of a long-term agreement signed by William Hill and the Plaza Hotel & Casino that will make the Plaza William Hill's flagship location Downtown.

Under the agreement, the Plaza book will undergo a series of upgrades including new video displays and seating and a redesign of the adjacent bar area. The agreement expands a long-standing relationship between the Plaza and Brandywine Bookmaking, which was one of the three Nevada sports book operators William Hill acquired in June along with American Wagering and Club Cal Neva. Brandywine has operated Lucky's Race & Sports Book at the Plaza since 2008.

In addition, William Hill will provide Plaza customers access to its cutting edge technology, including its mobile sports wagering application. It is the only app approved in the State of Nevada for use on iPhone, iPad, Android and Blackberry devices and a new version of its iPhone and iPad app was recently released. William Hill will also install a self-service wagering kiosk at the Plaza.

“As the oldest continuously operating sports book in Las Vegas, the book at the Plaza has a rich history and terrific reputation as a cornerstone of the property since 1975. The Plaza race and sports book is known for its terrific customer service and wagering product. We look forward to enhancing the experience with an even better wagering product and great technology,” said William Hill US CEO Joe Asher. “Play LV Gaming and Tamares have done a remarkable job transforming the property and we look forward to continuing to provide the best race and sports betting experience in Downtown Las Vegas for many years to come.”

"We have had a long partnership with Lucky's Race & Sports Book at the Plaza," said Tony Santo, president of Play LV, operator of the Plaza Hotel & Casino. "Our customers have come to expect a high level of customer service and the commitment of William Hill to cutting-edge technology will only improve our customers' experience."

About William Hill:

William Hill, The Home of Betting, is one of the world's leading betting and gaming companies, employing approximately 16,000 people worldwide. William Hill is the first British bookmaker to be licensed in Nevada and entered U.S. market through acquisitions of American Wagering Inc., Brandywine Bookmaking LLC and Club Cal Neva sports books, giving it 159 sports betting locations across Nevada. In addition, William Hill, via the Brandywine acquisition, serves as the exclusive risk manager for the State of Delaware's Sports Lottery. Founded in 1934, William Hill is the UK's largest bookmaker with approximately 2,400 licensed betting offices providing betting opportunities on a wide range of sporting and non-sporting events, gaming on machines and numbers-based products including lotteries. William Hill Online (www.williamhill.com) is one of Europe's leading online betting and gaming businesses, providing customers with the opportunity to access William Hill's products online, through their mobile device, by telephone and by text services. William Hill PLC is

listed on the London Stock Exchange and generates revenues of over \$1.7 billion a year. William Hill US can be found on the Internet at www.williamhill.us.

About Plaza Hotel & Casino:

The Plaza Hotel & Casino opened in 1971 at 1 Main Street, at the intersection of Main and Fremont Street, and was a fashionable stop on the first train service through Las Vegas. Anchoring the Fremont Street Experience, the Plaza has been an iconic hotel in the heart of downtown Las Vegas for more than 40 years. It sits on 16.5 acres of land and has more than 1,000 rooms and suites, making it one of the largest hotel-casinos in downtown Las Vegas. Recent renovations have updated and improved the Plaza's ambiance throughout, creating a stylish and comfortable new experience for its guests. www.plazahotelcasino.com

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