



William Hill Announces Access to Michigan Market Through Partnership with Grand Traverse Band of Ottawa and Chippewa Indians

Agreement Provides William Hill Online Sports Betting and Online Casino Gaming Access in Michigan

William Hill to Provide Retail Sports Betting Services to Turtle Creek Casino & Hotel and Leelanau Sands Casino in Northern Michigan

LAS VEGAS (February 24, 2020) – William Hill, America’s leading sports betting company, and the Grand Traverse Band of Ottawa and Chippewa Indians (“GTB”), a federally recognized Indian tribe, announced today a long-term partnership. William Hill will be GTB’s exclusive provider of online sports betting and online casino gaming throughout Michigan, with plans to open a retail William Hill Sports Book at Turtle Creek Casino & Hotel this year, pending regulatory approvals. The agreement follows the signing of legislation in December 2019 legalizing both sports betting and online gaming in the state.

The William Hill Sports Book will be located in the current Onyx Sports Bar at Turtle Creek Casino & Hotel, with a satellite location at Leelanau Sands Casino. Both are expected to open prior to the 2020 football season, pending regulatory approvals. William Hill plans to launch Online Casino Gaming and Online Sports Betting when permitted under Michigan regulations.

“We are pleased to have found a great partner in the Grand Traverse Band of Ottawa and Chippewa Indians and look forward to working with the Tribe to bring a leading retail and online sports betting experience to sports fans in Michigan,” said Joe Asher, CEO of William Hill US. “Michigan will be a key state in William Hill’s U.S. expansion due to its large population and deep rooted-sports culture with so many popular college and pro sports teams.”

Michael Schrader, CEO of Grand Traverse Resort & Casinos, was equally pleased to partner with a clear leader in sports betting and online casino gaming industry. “It was important for us to find a partner with a great sports betting and gaming brand that has proven experience throughout the US market,” said Schrader. “William Hill’s expertise in sports betting operations and marketing and strategic media partnerships will ensure that we are able to attract customers from throughout the State of Michigan to the online products while offering another great amenity to attract guests to our casinos. We look forward to working with William Hill to develop the best sports book in northern Michigan at Turtle Creek Casino.”

[About William Hill](#)

William Hill PLC is one of the world's leading betting and gaming companies, employing over 12,500 people. Its origins are in the UK where it was founded in 1934, and where the company is listed on the London Stock Exchange. With headquarters in London and Leeds it has a national presence of licensed betting offices in Great Britain and is one of the country's leading online betting and gaming services. In 2012, it established William Hill US with a focus on retail and mobile operations in Nevada, which is now the largest sports betting business in the USA. William Hill US (www.williamhill.us) currently operates 114 race and sports books in Nevada and the state's leading mobile sports betting app. In New Jersey, William Hill is operating at Monmouth Park Racetrack, Ocean Resort Casino, Tropicana Atlantic City, and online with the William Hill New Jersey sports betting app. William Hill also is operating sports books in Indiana, West Virginia, and Iowa, and online with the William Hill Iowa sports betting app. William Hill is a licensed sports betting provider in numerous casinos in Mississippi and New Mexico, and serves as the exclusive risk manager for the Delaware and Rhode Island sports lotteries. In October 2019, William Hill signed an agreement with Monumental Sports & Entertainment to build and operate a sports book at Capital One Arena in Washington D.C., subject to regulatory approval. William Hill has licensed operations in The Bahamas, Italy, Spain and Sweden and serves online customers in the UK and throughout the world from its digital hubs in Gibraltar and Malta. In February 2019, it completed the acquisition of MRG Group, acquiring the Mr. Green and Redbet brands, and with it an expanded pan-European footprint in faster growing online betting and gaming markets.

About Grand Traverse Resort & Casinos

Owned and operated by the Grand Traverse Band of Ottawa and Chippewa Indians, Grand Traverse Resort & Casinos encompasses an array of premiere entertainment, dining, gaming, golfing, spa, meeting space, and hotel accommodations across three unique venues in Northern Michigan. A top destination in Midwest travel, Turtle Creek Casino & Hotel offers more than 1,100 casino slot games, 25 table games, modern guest rooms and suites, and outstanding restaurant options. On the West shore of Grand Traverse Bay, Leelanau Sands Casino is a much-loved scenic getaway, complete with a bingo hall, 330 casino slot games, and table games such as craps, roulette, 3-card poker, and blackjack. The Grand Traverse Resort and Spa showcases 900 acres of year-round entertainment, recreation, relaxation, and activities for individuals and families, plus meeting and event space for your corporate, association, or other groups. For more information, visit:

www.turtlecreekcasinocom

www.leelanausandscasinocom

www.grandtraverseresort.com

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