



For Immediate Release

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JACK Entertainment Rebrands Ohio and Detroit Casinos

Company Formerly Known as Rock Gaming Builds Powerful Team of Highly Experienced Gaming Executives to Run Properties

Feb. 23, 2016 (DETROIT, CLEVELAND, CINCINNATI) – If you don't know JACK, you soon will. Today, Rock Gaming LLC ("Rock Gaming") introduced the exciting new brand for Rock Gaming and its wholly owned casinos in Ohio and Detroit. Effective immediately Rock Gaming will be known as JACK Entertainment LLC ("JACK Entertainment").



What, or who, is JACK?

According to Darlene Monzo, JACK's chief marketing officer, JACK is an attitude and a way of thinking. "JACK is the voice of adventure," she said, "It is that rare friend who entices you to step outside of your comfort zone, forget your fears, have fun and live in the moment, for the moment."

"JACK is the future of entertainment," said Matt Cullen, chief executive officer of JACK Entertainment. "Our new brand represents our company's progressive spirit, our pursuit of excellence and our desire to deliver our guests with unexpected, delightful experiences every day."

Rock Gaming's rebrand follows last year's announcement that it acquired the balance of outstanding shares giving an affiliated company 100 percent ownership of the properties. Subsequently, Rock Gaming exercised its option to assume the day-to-day operational management of Horseshoe Cleveland, Horseshoe Cincinnati and ThistleDown Racino. The company has built a powerful team of experienced gaming executives whose first priority will be delivering an exceptional and unique entertainment experience for every guest who walks through the front door of JACK.

The operational transition, along with the brand change, is underway and will be completed by the end of 2016. JACK ThistleDown Racino will debut on March 9, followed by JACK Cleveland Casino in early May, JACK Cincinnati Casino in early June and JACK Detroit Casino-Hotel Greektown later this year.



Player Loyalty Program and the Future of Gaming

As part of the brand launch, JACK Entertainment is announcing an exciting, new player loyalty program called ClubJACK. ClubJACK will launch over the coming weeks and months as each property changes its name and completes operational transition.

While JACK guests will continue to enjoy their favorite table games and slot machines, in keeping with its progressive culture, JACK will be forward focused, exploring trends in gaming, providing inventive gaming options, blazing new trails in entertainment and revitalizing urban areas.

“We’re just getting started and, given JACK’s love for adventure, you never know what we will come up with next,” Cullen said. “What you can be certain of is that JACK will change the world of gaming as we know it.”



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About JACK Entertainment LLC

JACK Entertainment LLC, formerly Rock Gaming LLC, is a Detroit-based urban gaming company focused on the development of gaming facilities that are designed to maximize connectivity and economic impact in the local areas where they reside.

JACK and its affiliates’ (“JACK”) portfolio of properties includes more than 13,000 gaming positions, 400,000-square-feet of gaming space, 600 hotel rooms, and 35 bars and restaurants. JACK is comprised of approximately 7,000 team members across four states and generates more than \$1 billion in revenues.

JACK opened Ohio’s first casino in Cleveland in May 2012 and opened Ohio’s fourth and final commercial casino in Cincinnati in March 2013. In April 2013, JACK opened one of Ohio’s seven racinos at its Cleveland-area thoroughbred racetrack ThistleDown Racino. Additionally, in April 2013, JACK acquired downtown Detroit’s Greektown Casino-Hotel.

JACK also owns northern Kentucky’s historic thoroughbred racetrack Turfway Park and is a partner in Horseshoe Baltimore, located in the heart of the stadium district. In addition, JACK is also a partner in Caesars Interactive Entertainment, Inc., the largest online, mobile and social gaming company focused on casino entertainment.

For more information, please visit www.JACKEntertainment.com.

