EXCHANGE PLACE, N.J.--(BUSINESS WIRE)--Apr 22, 2019--Top-tier sportsbook operator PointsBet today announced that it has entered a multi-year partnership with Catfish Bend Casino, one of Iowa's leading casino, entertainment, and hotel destinations.

The partnership will include the launch of both premium retail and mobile sportsbook operations in Iowa, following proper licensing afforded by the Iowa Racing and Gaming Commission. PointsBet and Catfish Bend Casino will work in tandem to build out a multi-faceted sports entertainment venue centrally located on the Catfish Bend property, including a sports bar, multi-screen video and odds display wall, and additional casino gaming options. The unique non-smoking venue will also welcome sports bettors and fans alike to participate in unparalleled viewing parties during major sporting events.

"PointsBet is thrilled to announce this partnership, enabling us to create a first-class sportsbook for Iowa's sports bettors at one of the best casino resorts in the Midwest," commented Johnny Aitken, PointsBet's U.S. CEO. "Catfish Bend Casino's executives - Gary Hoyer and Rob Higgins - are two of the most progressive and forward-thinking operators in the industry. We knew they were the perfect match for PointsBet's long-term vision of gaming in the U.S. from day one."

PointsBet will bring its best-in-market proprietary technology, modernized and premium brand mentality, expert trading practices, and proven growth marketing strategies to Iowa's emerging sports betting market.

"We couldn't imagine a better sportsbook to bring to Catfish Bend Casino and the state of Iowa," said Gary Hoyer, CEO of Great River Entertainment, the parent company of Catfish Bend Casino. "The potential legalization of sports betting in Iowa opens an exciting new opportunity for recreational and avid players, and PointsBet's unmatched dedication to bettors makes them the ideal partner for our brand and go-to-market plan."

In January, PointsBet announced the launch of its eagerly anticipated sportsbook in New Jersey, building on its reputation as the fastest growing betting company in Australia. Along with the launch, the company delivered its U.S. sports expertise, high-tech app, and incomparable product to industry-wide early adoption. To learn more, please visit

https://corporate.pointsbet.com/
.

About PointsBet

PointsBet is a U.S. sportsbook originally founded in Australia. The company is a cutting-edge sportsbook operator that prides itself on having the quickest and easiest-to-use app (iOS and Android), and providing the best experience for sports bettors. PointsBet offers the most bet types on all four major U.S. sports leagues (NFL, NBA, MLB, NHL) and PointsBetting in the world, including up to 1,000 bet types per NBA game. For more information on PointsBet, PointsBetting and how to sign up, visit www.PointsBet.com . To learn more about partnerships and company happenings, please visit
https://corporate.pointsbet.com/
.

About Catfish Bend Casino

Catfish Bend Casino entertains casino players from across the Midwest offering over 600 state-of-the-art slot machines, fast-paced table games including Craps, BlackJack, iRoulette, a live Poker Room and exciting, engaging promotions. Current casino offers and hotel booking information is available at www.thepzazz.com .

View source version on businesswire.com: https://www.businesswire.com/news/home/20190422005043/en/

CONTACT: Media:

Danielle Montana

North 6th Agency, Inc. (For PointsBet)

PointsBet@n6a.com

KEYWORD: UNITED STATES NORTH AMERICA IOWA NEW JERSEY

INDUSTRY KEYWORD: ENTERTAINMENT CASINO/GAMING TECHNOLOGY PUBLIC POLICY/GOVERNMENT GENERAL SPORTS OTHER GOVERNMENT MOBILE/WIRELESS SPORTS

SOURCE: PointsBet

Copyright Business Wire 2019.

PUB: 04/22/2019 08:00 AM/DISC: 04/22/2019 08:00 AM

http://www.businesswire.com/news/home/20190422005043/en

Read more https://www.apnews.com/Business%20Wire/734595eeefc341b7ae9a980610b80ab7