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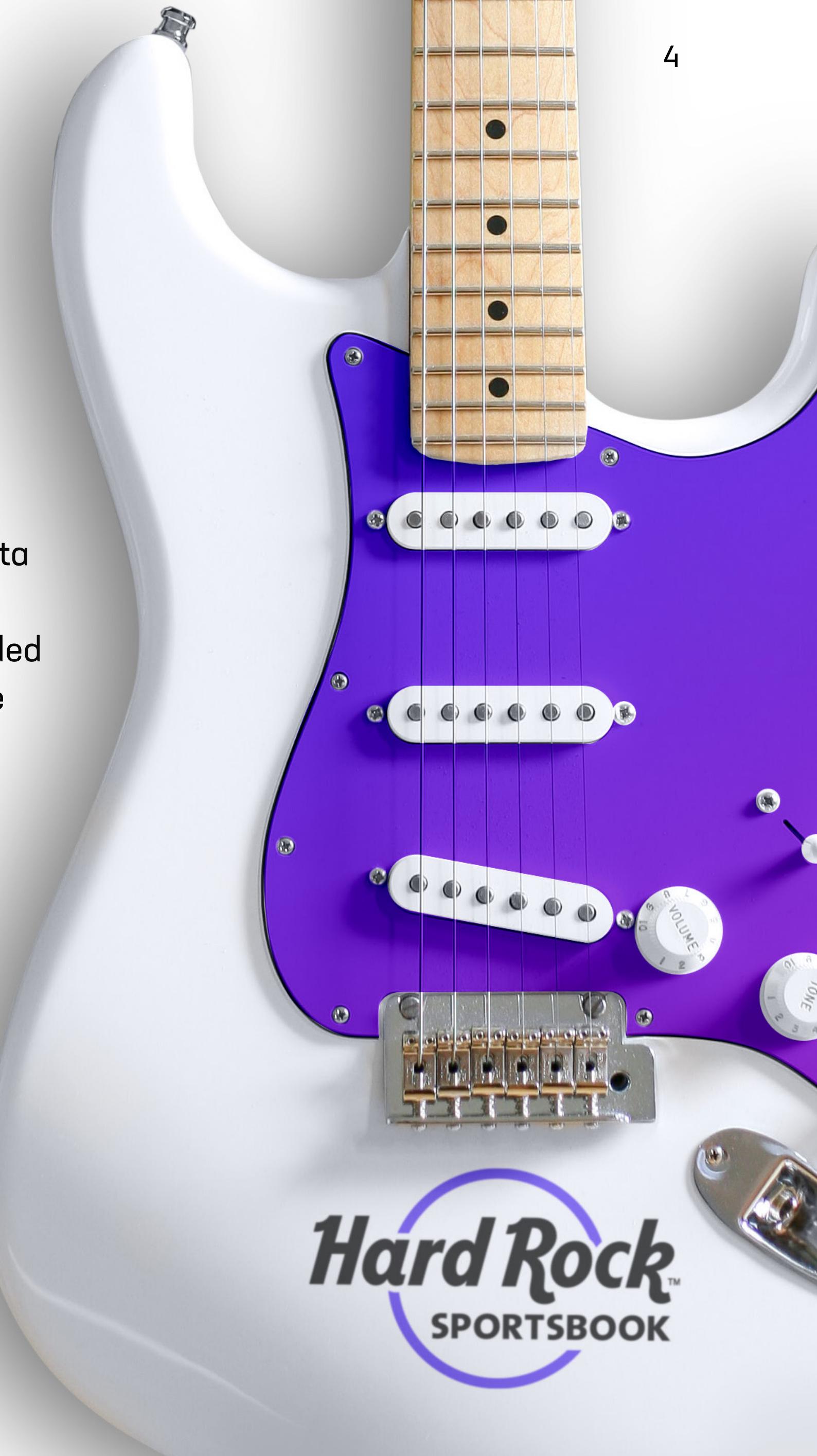
01

WHO WE ARE

HARD ROCK SPORTSBOOK STORY

The most critical thing a 21st century brand must do is to stand for something. We stand for gamers, the bettors, the players. We want them to enjoy the experience and to come back and continue to bet with us - not as a data point ready to be exploited, but as someone that is part of a social community of like-minded sports betting fans. Our aspiration is to create the best brand in sports betting, inviting, welcoming and including all. We are building the best understanding of our players, and will offer them the best betting experience ever offered in the gaming industry. Because we are players too.

Hard Rock Sportsbook: You can bet on it.



02

THE LOGO

THE LOGO

The iconic Hard Rock logo adds the bold and authentic 'Sportsbook' to create an impactful design that resonates with sports fans everywhere. The Hard Rock Sportsbook logo is designed to build championship equity in sports culture, where the teams and sports that our fans love become even more exciting.



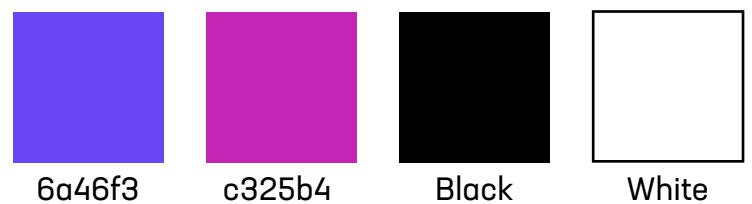
ON A DARK BACKGROUND

The Hard Rock Sportsbook logo provides a bold and authentic statement on dark backgrounds as well.



PURPLE

The purple logo ring is only used on solid white or black backgrounds. For any color or gradient background, use the solid black or white logo.



COLOR PAIRING

The logos should appear as shown here. In instances, where different colored backgrounds are used, the white or black logo is appropriate.

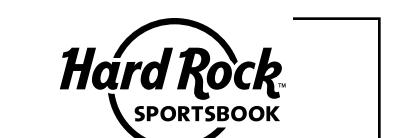


SCALABILITY

The Hard Rock Sportsbook logo was designed to work both large to small, establishing a minimum size helps ensure that the logo's legibility isn't compromised.

Minimum Size

To ensure legibility, the Hard Rock Sportsbook logo should never be reproduced smaller than 50px tall in any digital communication.



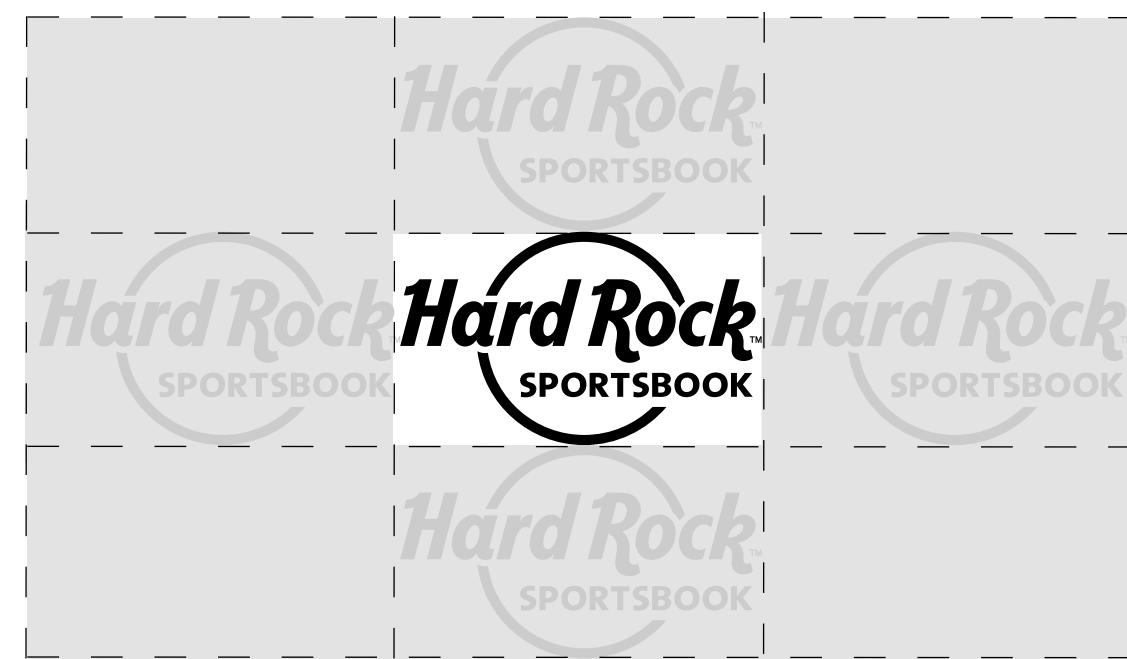
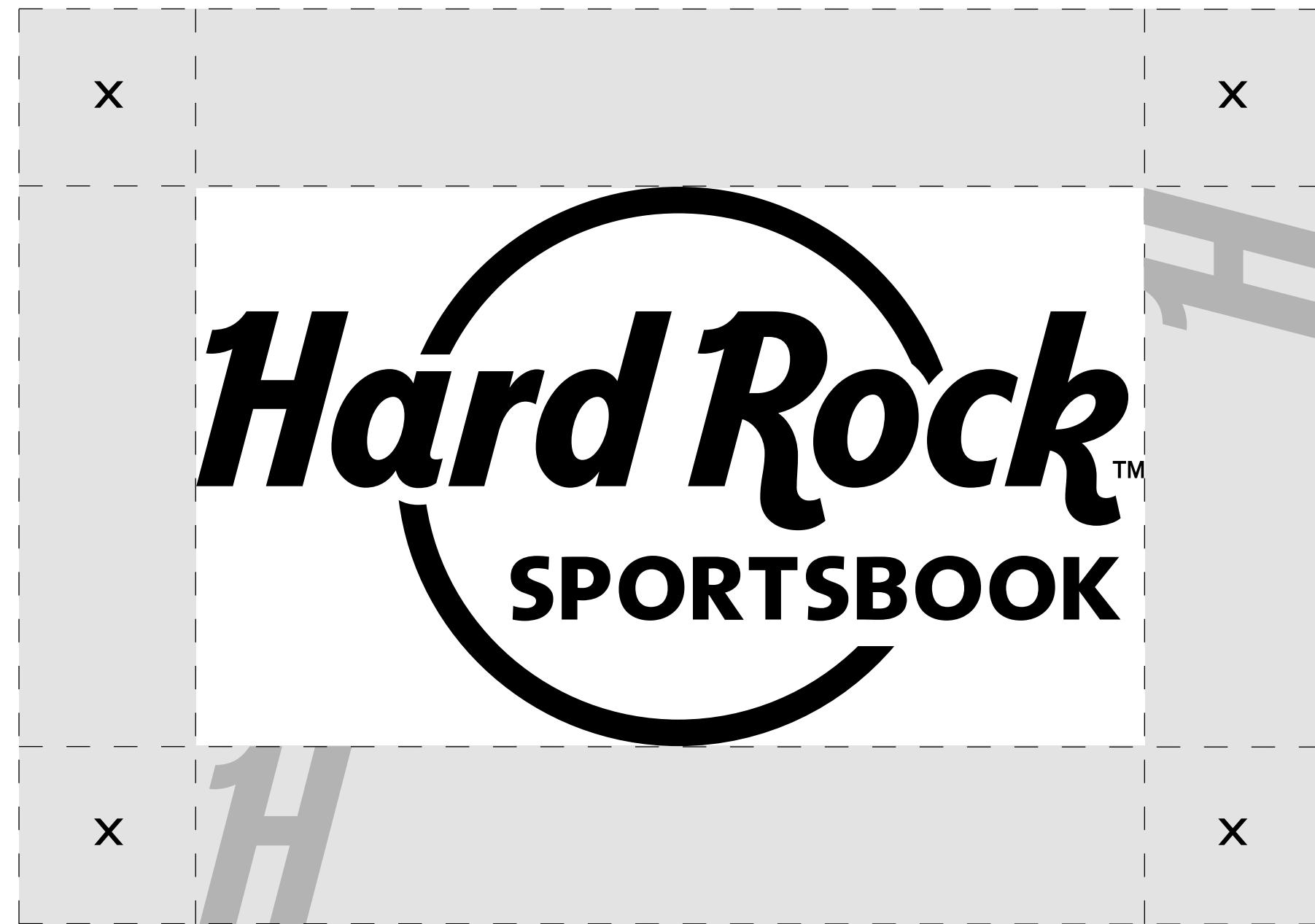
50px minimum size

SACRED SPACE

The sacred space is the distance that surrounds the logo to ensure legibility.

The size of the clear space (gray box) is the height of the H in the logo.

When the logo scales below 80 pixels, the full logo size is the correct surround spacing.



When the logo is used below 80 pixels, use this spacing

TRADEMARK VS. REGISTERED

The trademark symbol ™ is a mark that companies often use on a logo, name, phrase, word, or design that represents the business. The registered symbol ® represents a mark that is a registered trademark with the United States Patent and Trademark Office.

Currently, the Hard Rock Sportsbook utilizes a ™ mark. This must be included with the logo in all instances.



DO'S

The Hard Rock Sportsbook black logo can be used on any light colored background. The Hard Rock Sportsbook white logo can be used on any dark colored background. The Hard Rock Sportsbook purple ring logo can only be used on black or white backgrounds. Placement of this logo against a colored background is not approved for use.



Solid purple positive logo on a white background is accurate.



White negative logo on a black background is accurate.



Black logo on white background is accurate.



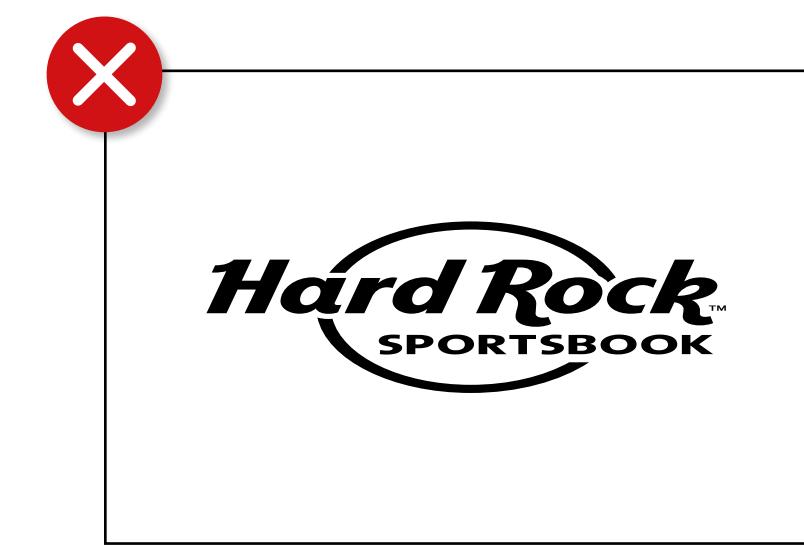
Solid purple negative logo on a black background is accurate.



White negative logo on the violet background is accurate.

DON'TS

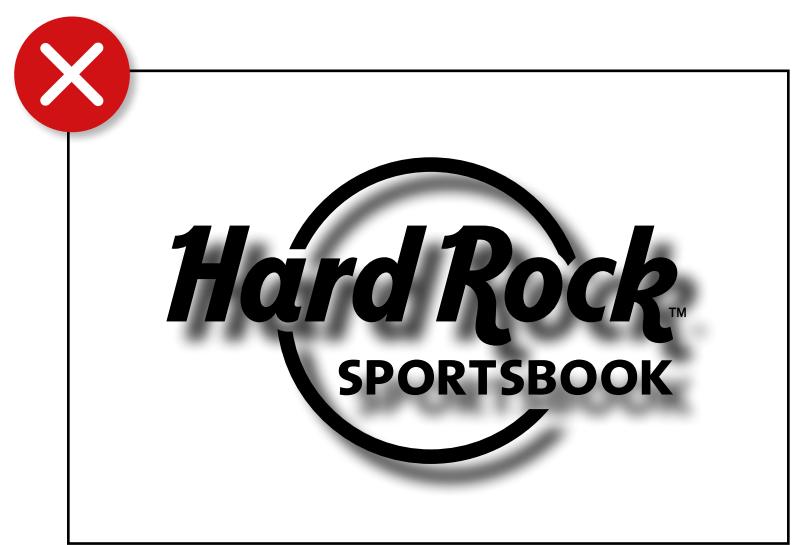
The black logo cannot be used on dark colored backgrounds. The white logo cannot be used on light colored backgrounds. The purple logo cannot be used on any colored background other than white or black. Do not alter the logo in any way. Do not change the colors, do not warp the logo or use sections of it. Tinted, stretched, stylized, animated, hand-drawn, or other versions of the logo are not permitted.



DO NOT scale the logo



DO NOT skew or rotate the logo



DO NOT add drop shadows



DO NOT change the color of the logo



DO NOT outline the logo



DO NOT place the logo on low contrasting color



DO NOT hand draw the logo



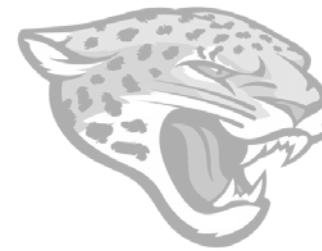
DO NOT dismantle the logo or remove any part of the logo.



DO NOT place a black logo on the violet dark background, white should be used.

CO-BRANDING

For approval and submission, users should contact Hard Rock Digital to ensure their logos never appear larger than our logo. All co-brand/partnerships must be approved by Hard Rock Digital. Use the same clear space with the co-branding logos unless otherwise noted in their logo usage guidelines.



BACKGROUND CONTROL

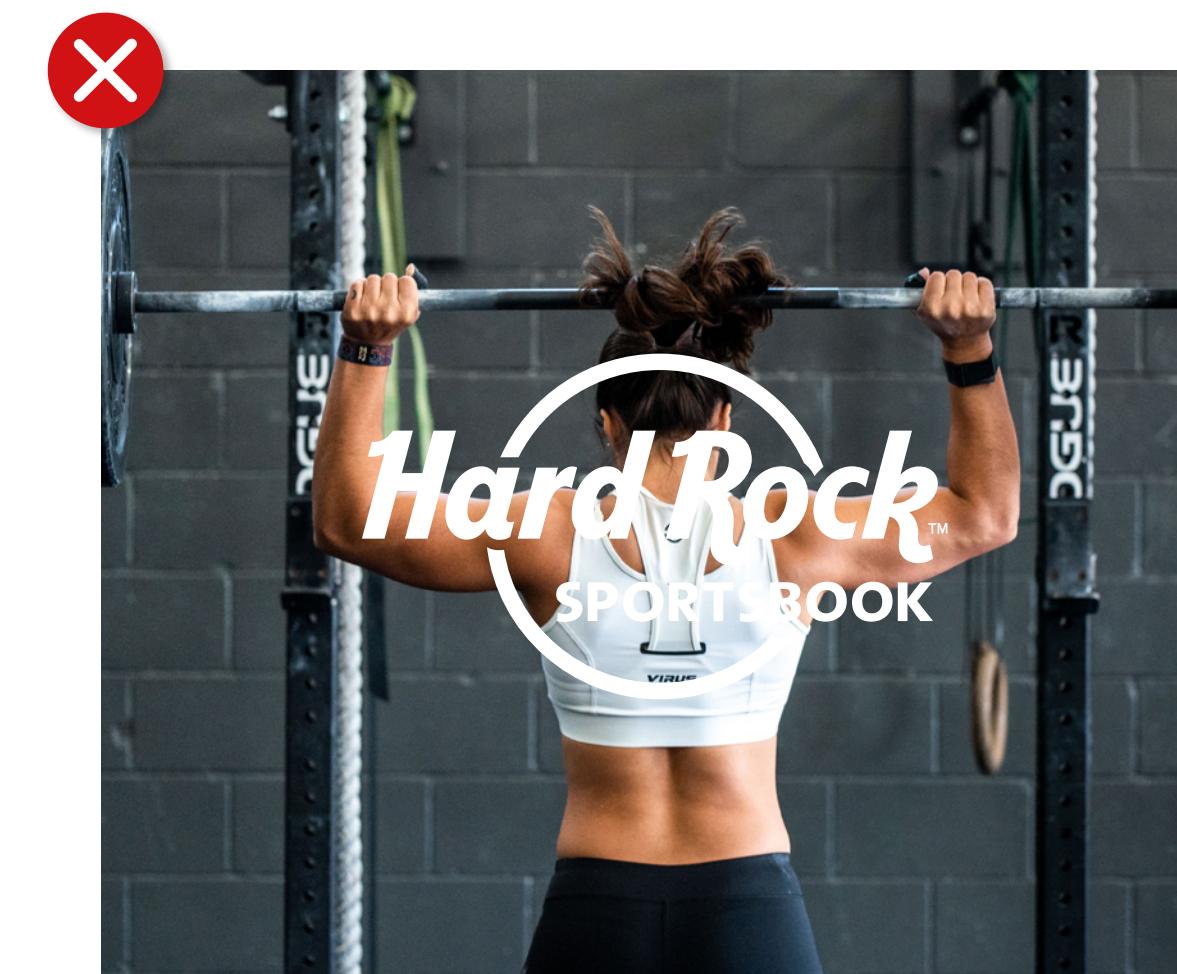
The logo should always appear on backgrounds that allow the logo to be clearly recognized. Only the white logo should be used on darker backgrounds, and the black logo on lighter backgrounds. The logo should always have a clear read and viewer takeout.



You can use the logo over an abstract or textured background. Just make sure the logo is completely visible and easy to read.



It's okay to place the logo over image elements as long they aren't too busy or chaotic and they provide enough contrast so the logo is easy to read.



Be conscientious of background contrast. Do not put a white logo on a white background or on an image where any part of the Hard Rock Sportsbook logo disappears.



Do not place the logo on top of faces.

APP ICONS

The app icon is potentially the first place that our customer will experience the brand and has been designed for simplicity and legibility. Never change the color or layout of the app icon.



Apple iOS



Android



03

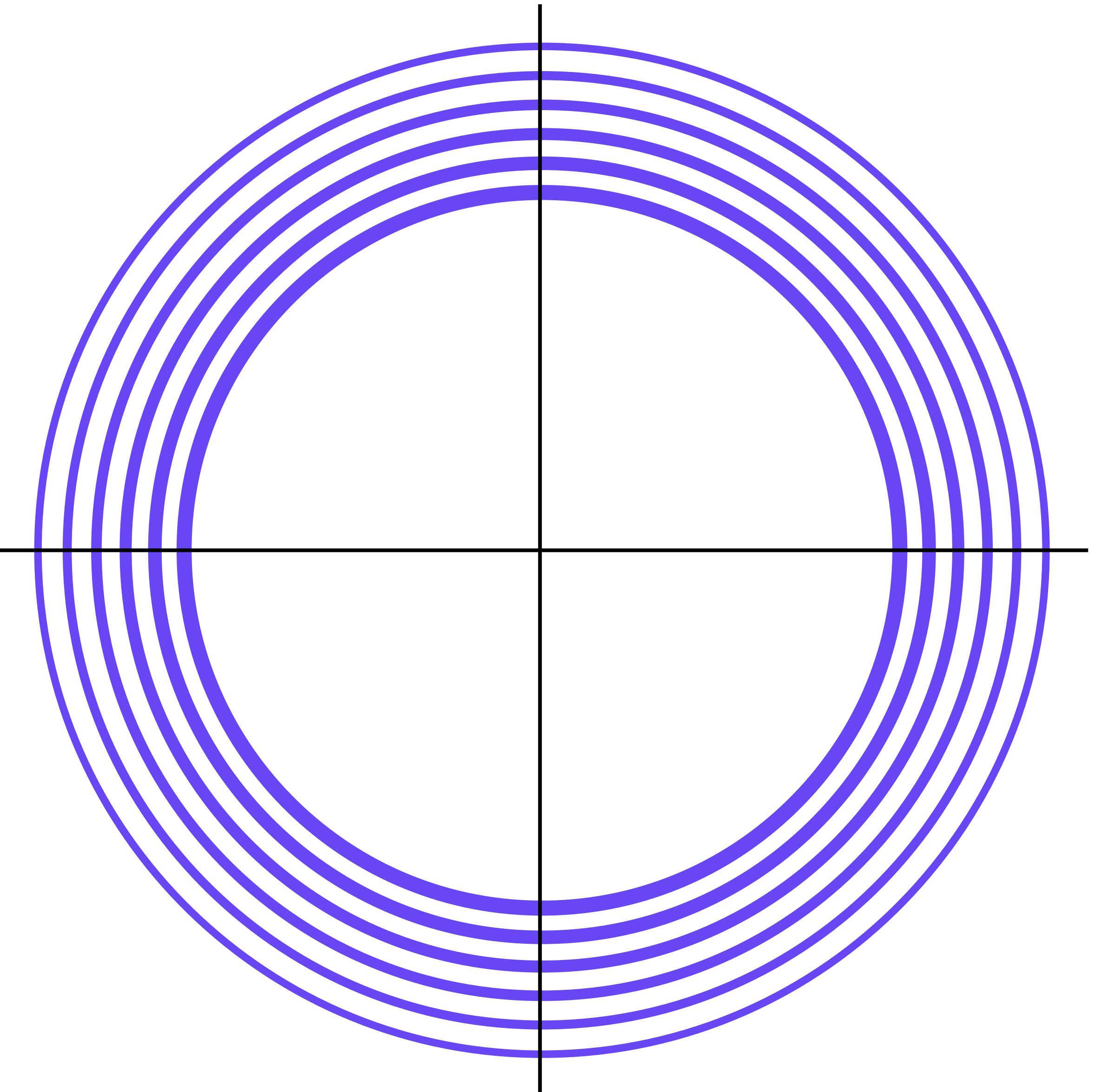
HEXA-SPHERE

HEXA-SPHERE

Guide to the Hex-Sphere shape design.

Hexa-Sphere is the center of
the 2021 design campaign for
Hard Rock Sportsbook.

It serves as a design element, as well as a
visual tool to draw attention to a message
and/or to the subject of the design.



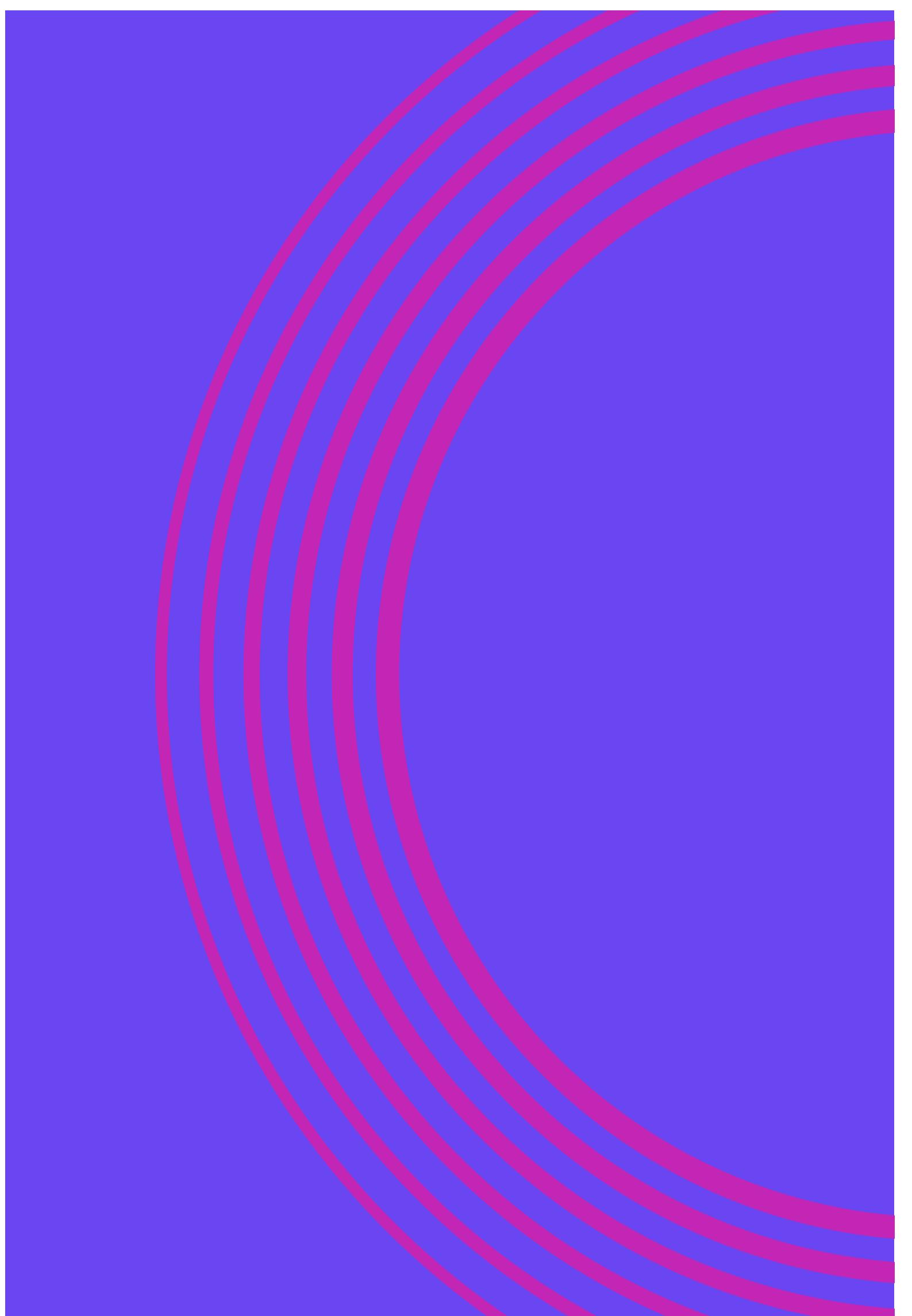
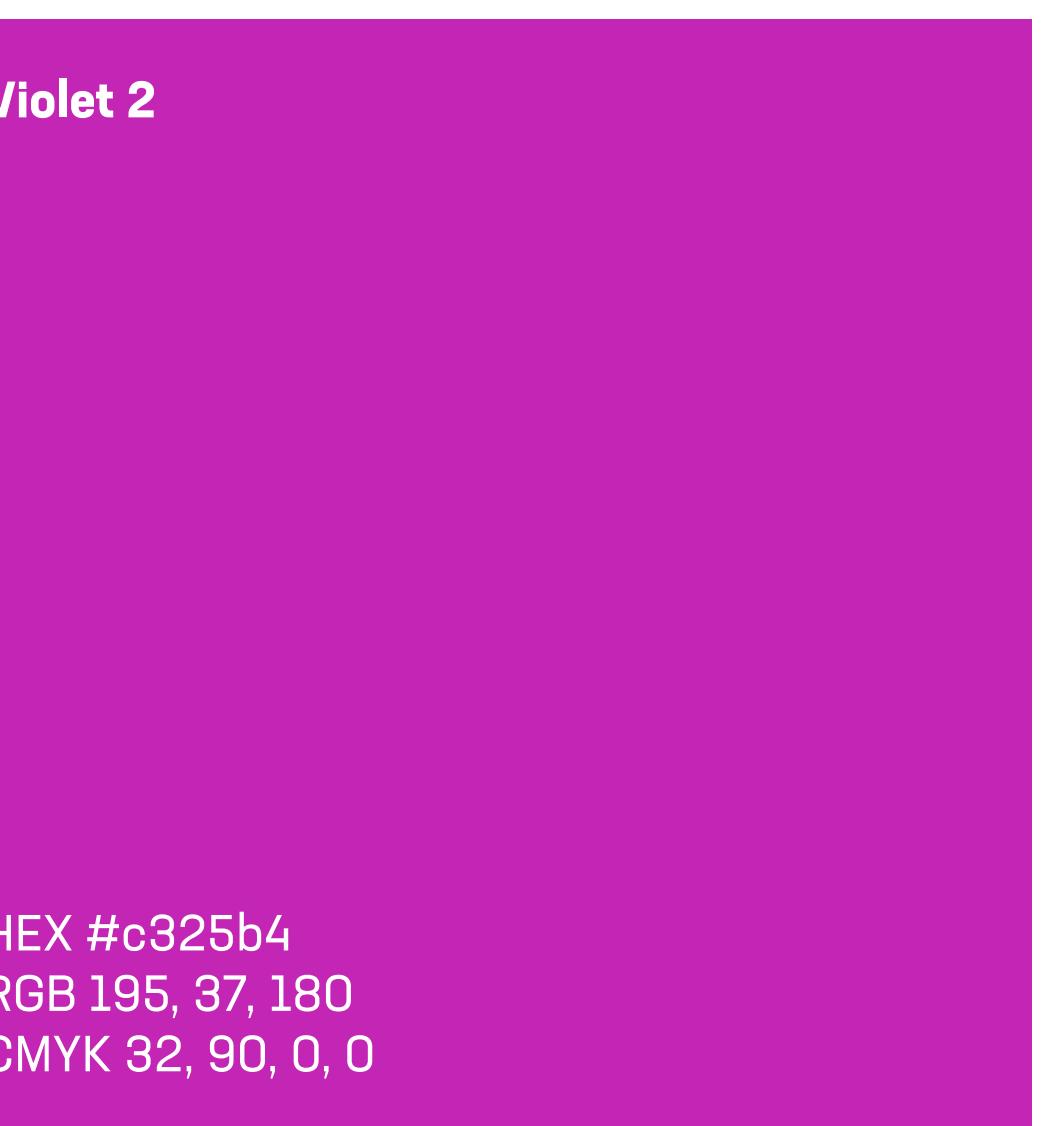
COLOR USAGE

Foreground color

Violet 2

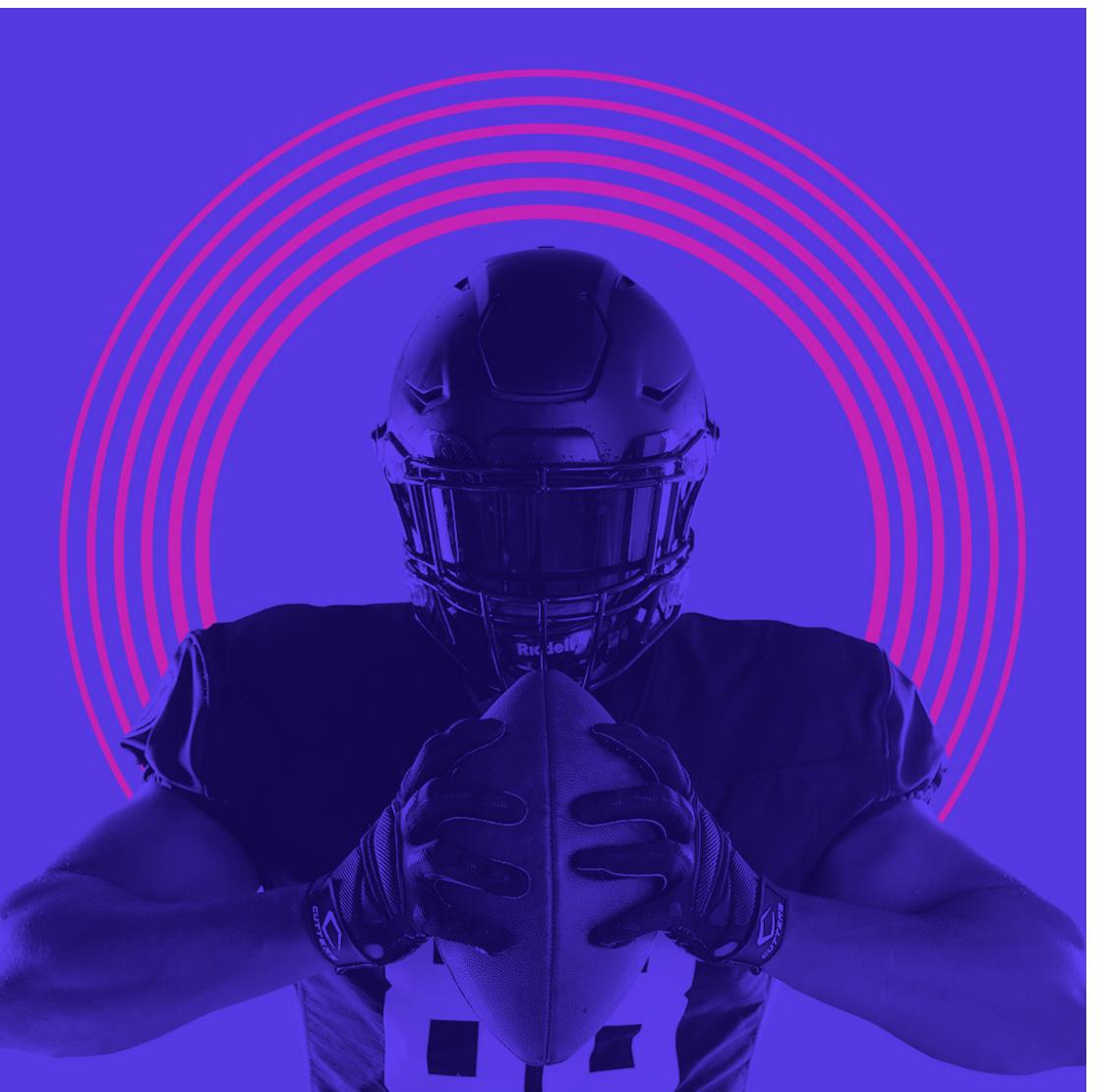
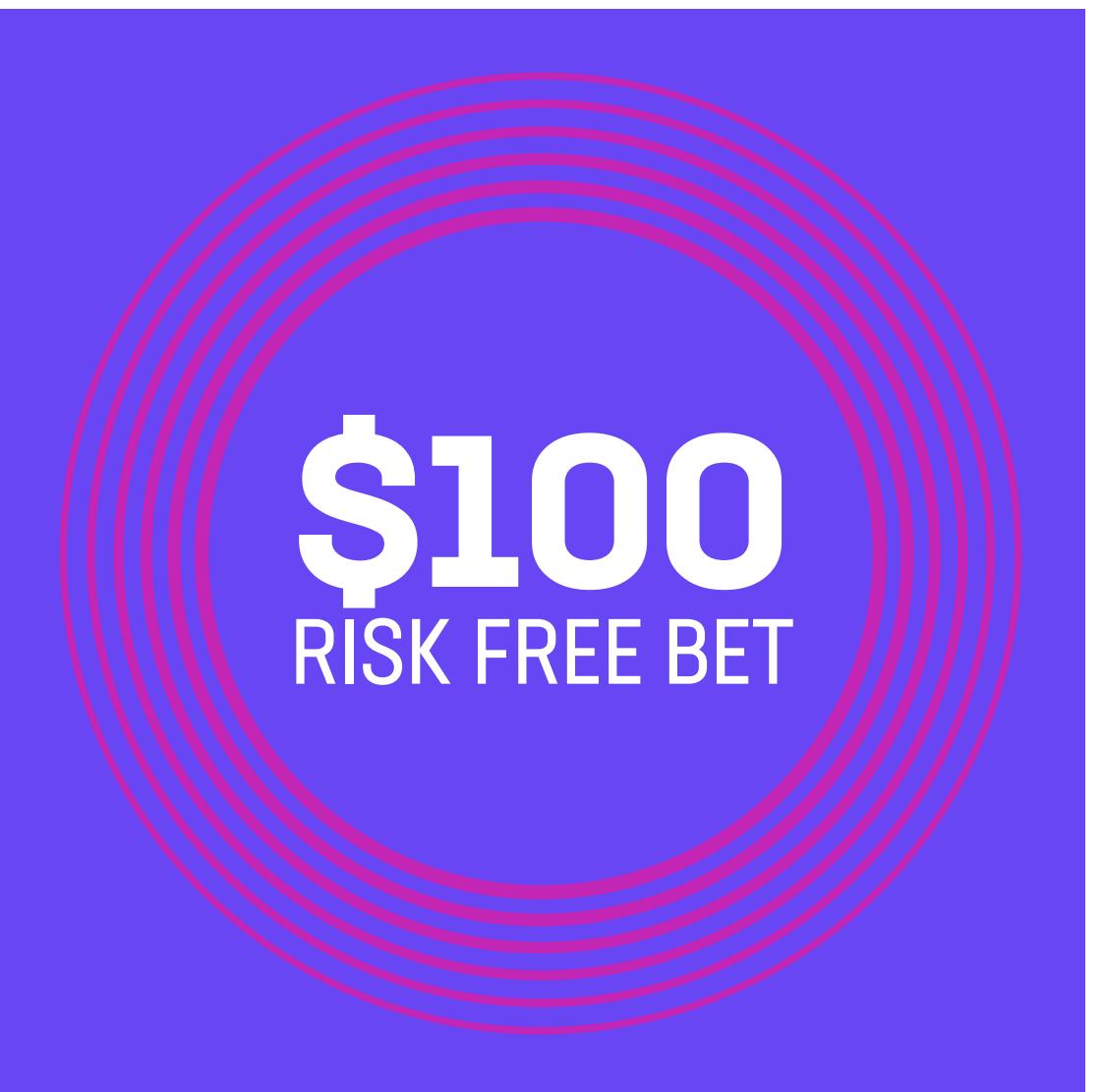
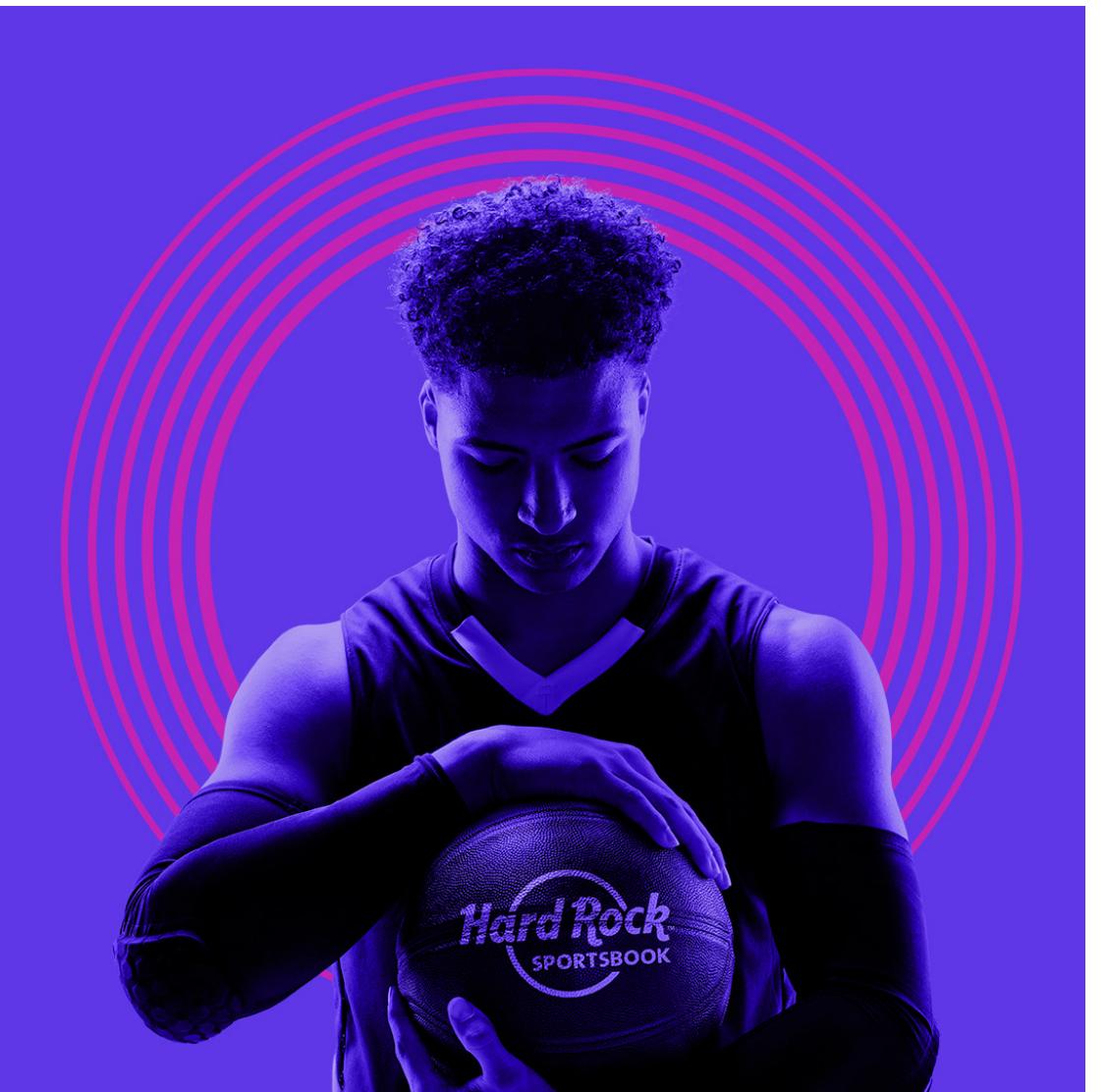
Background color

Violet 1



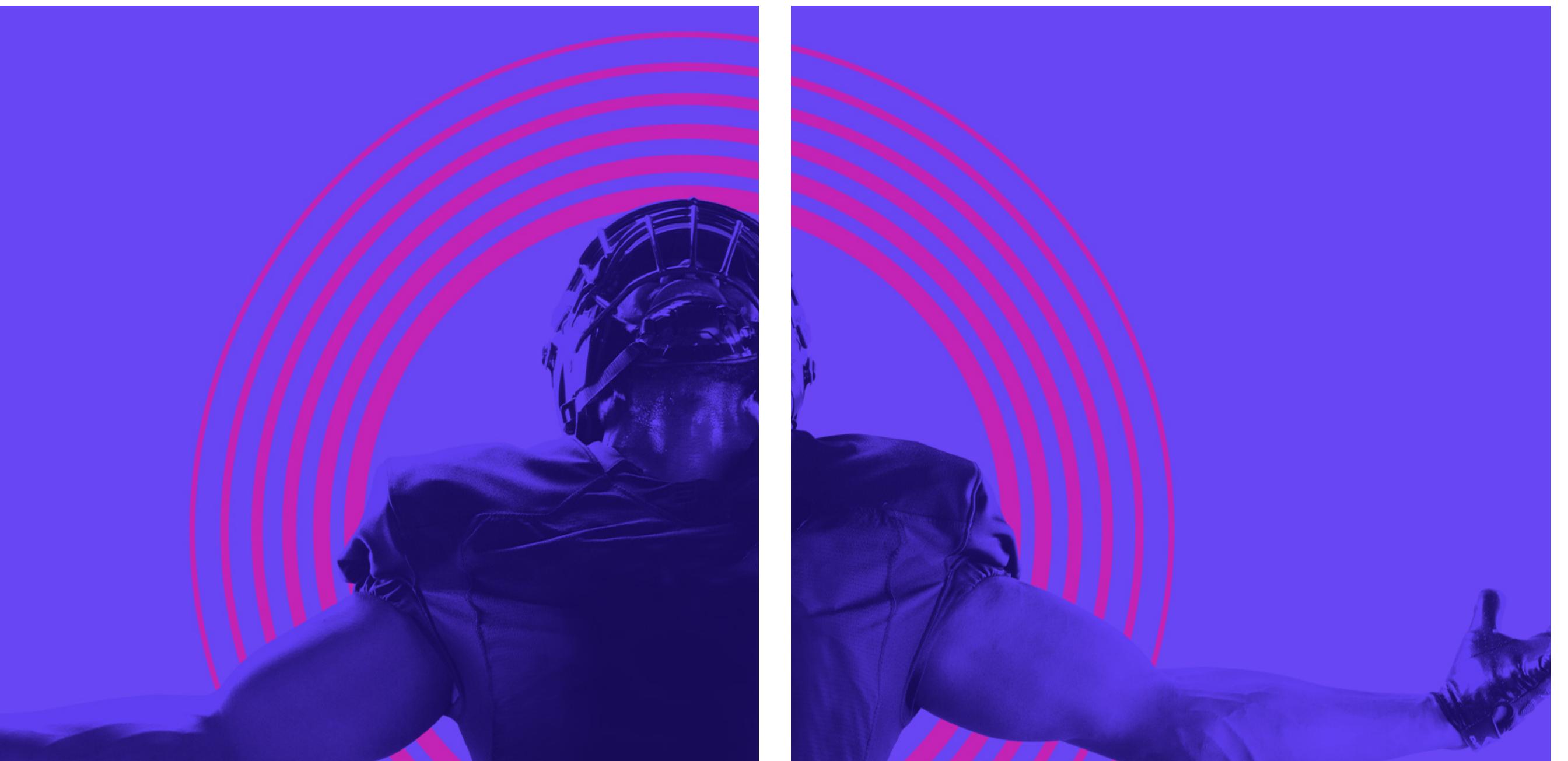
POINT OF FOCUS

Hexa-Sphere draws attention to the subject.



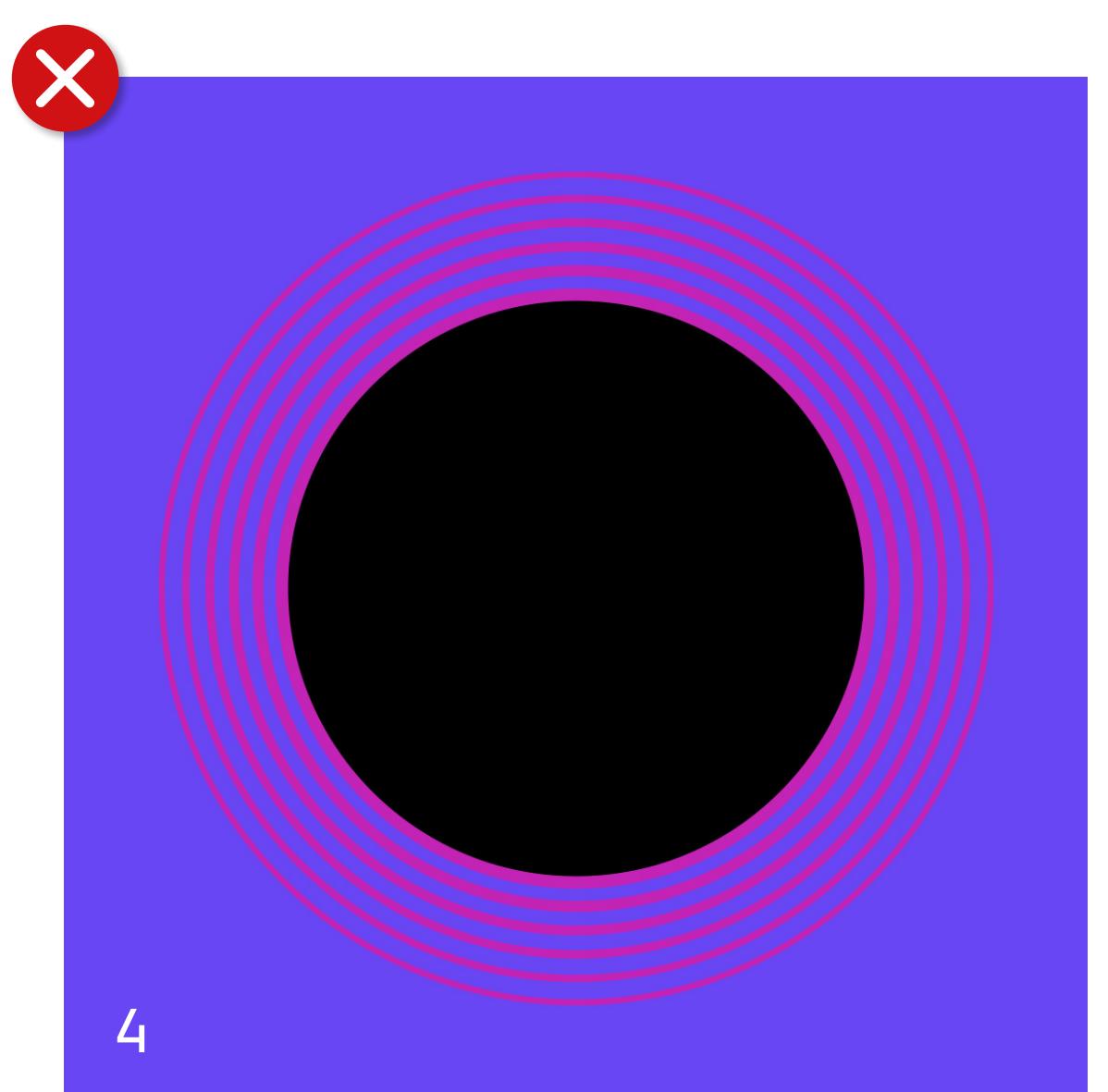
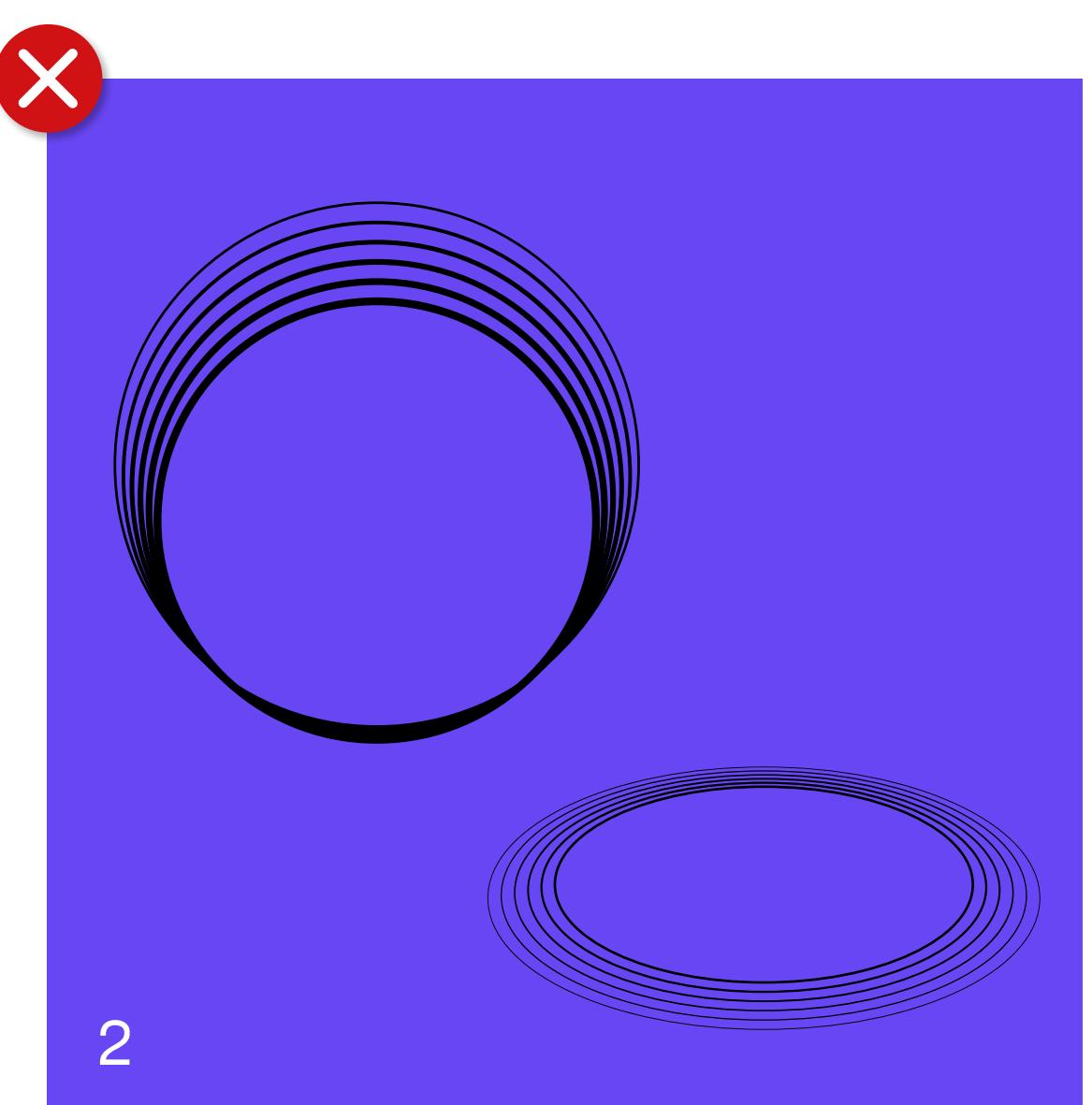
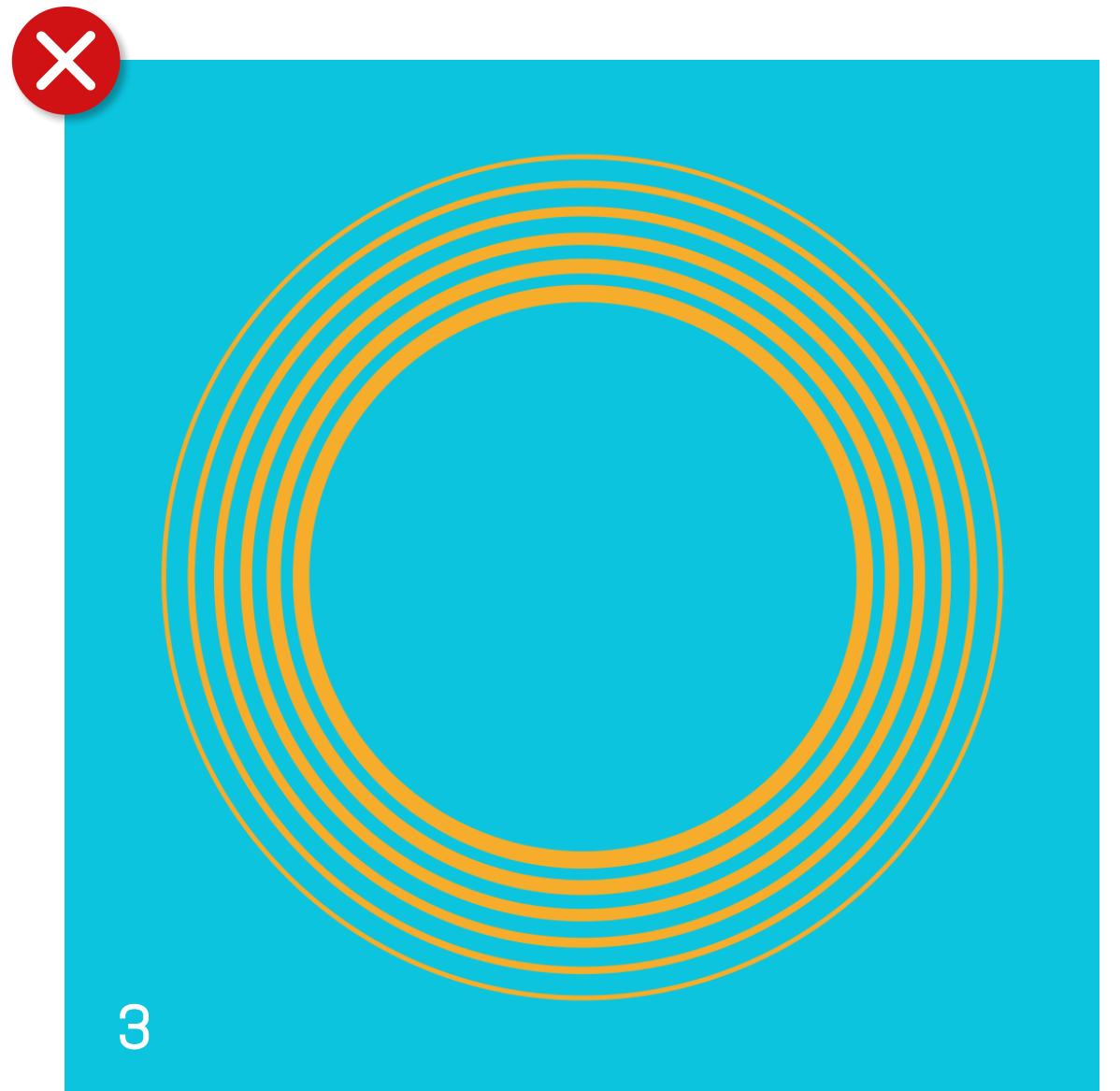
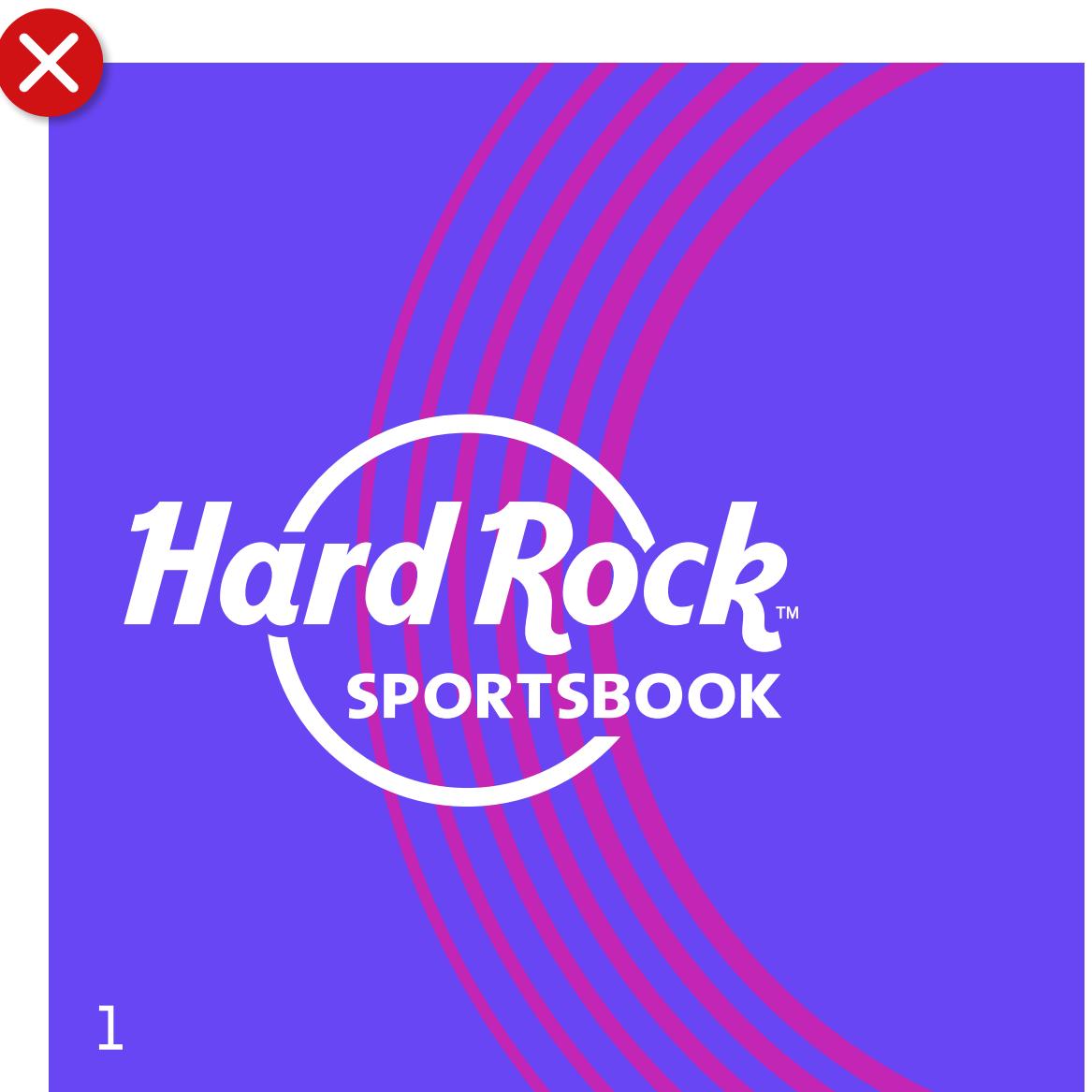
DESIGN USAGE

Hexa-Sphere can be fully or partly shown, symmetry and angles can play a role on how the element is used along with photography or other design components.



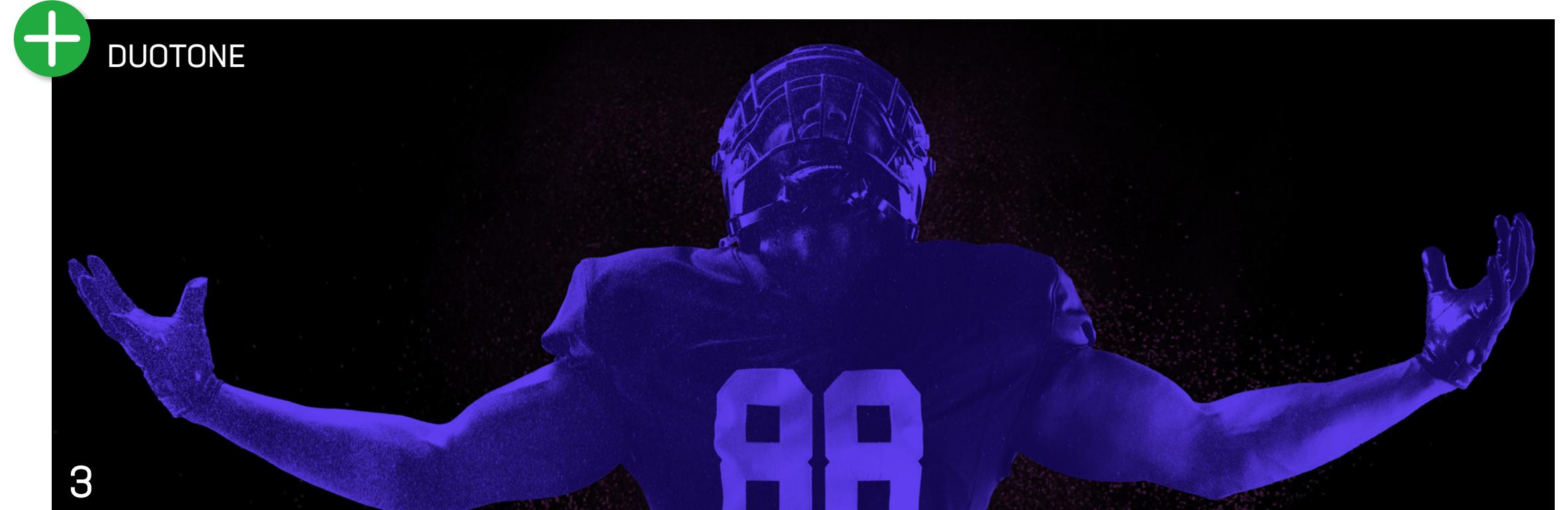
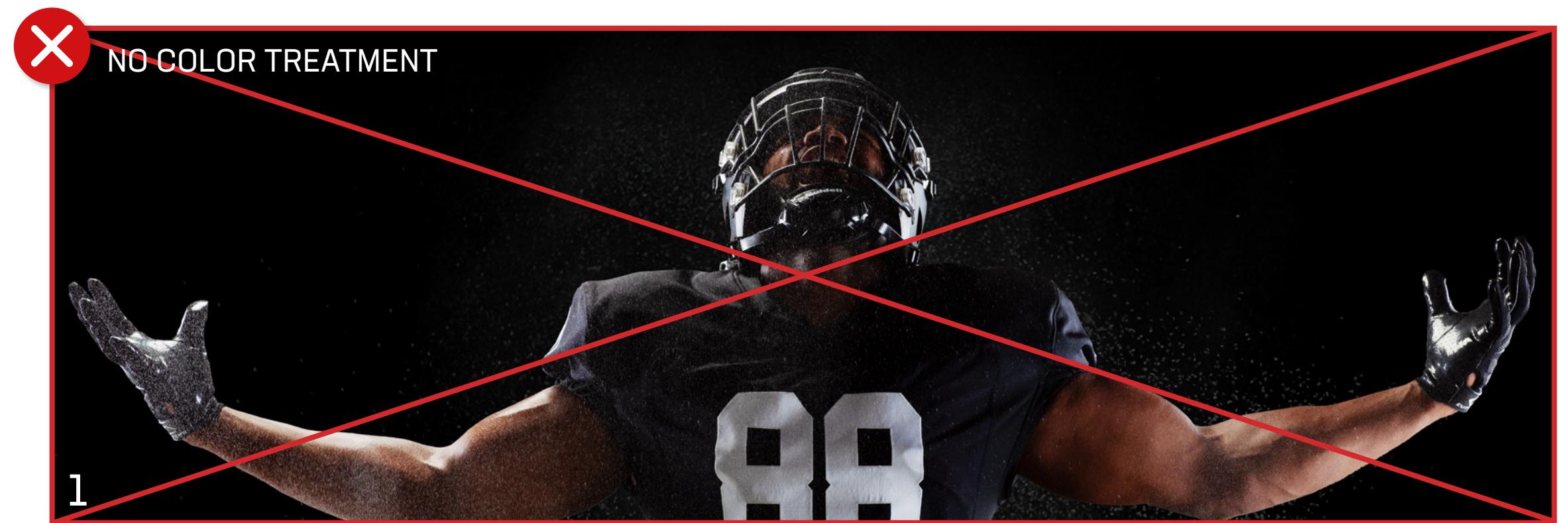
DON'TS

1. Avoid placing the Hard Rock Sportsbook logo over Hexa-Sphere lines.
2. Follow color guide for shape and background. Avoid changing color profile.
3. Avoid altering the shape. Hexa-Sphere must maintain it's 1:1 ratio.
4. Do not separate inner circle and outer circle with solid colors.



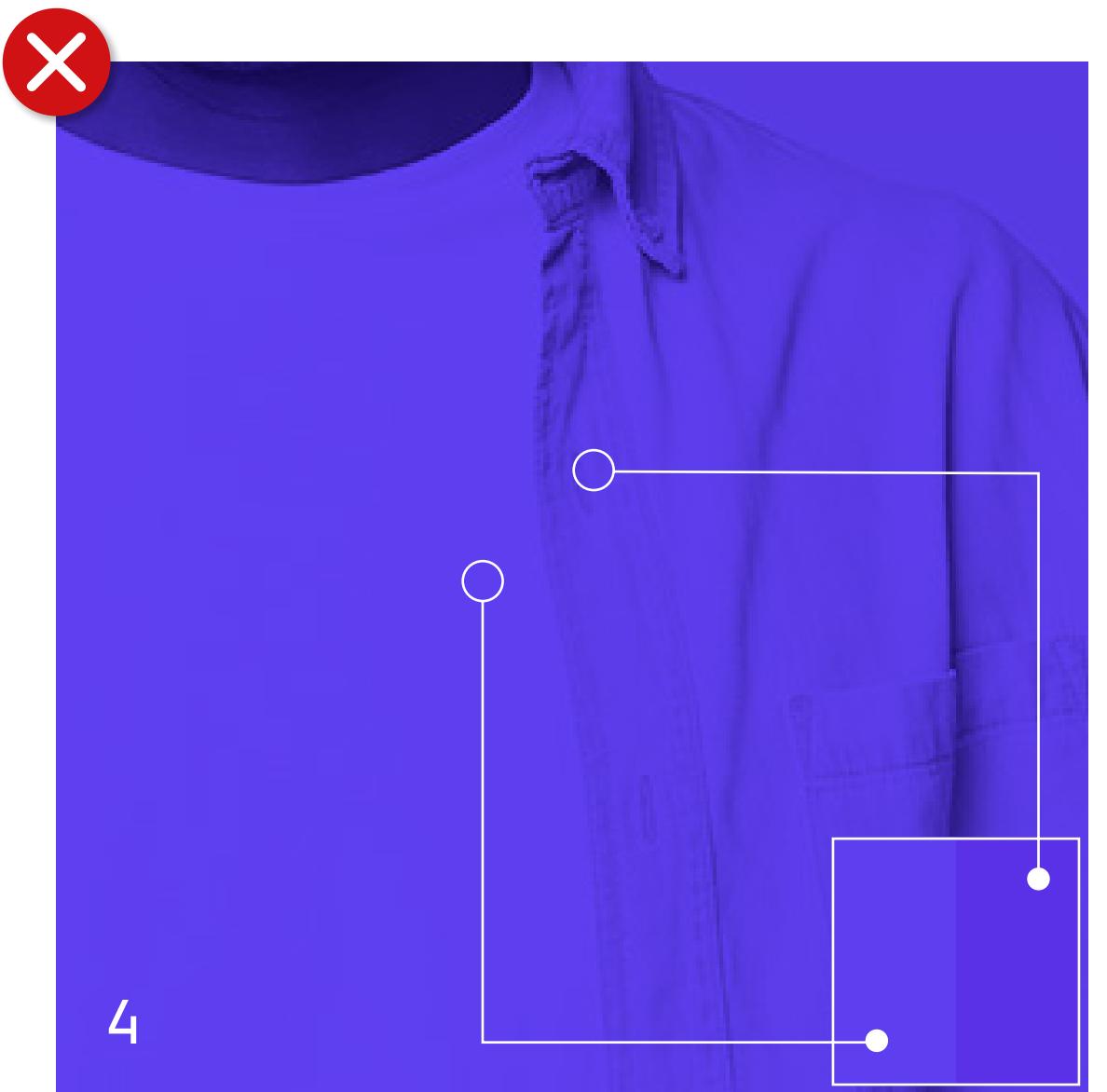
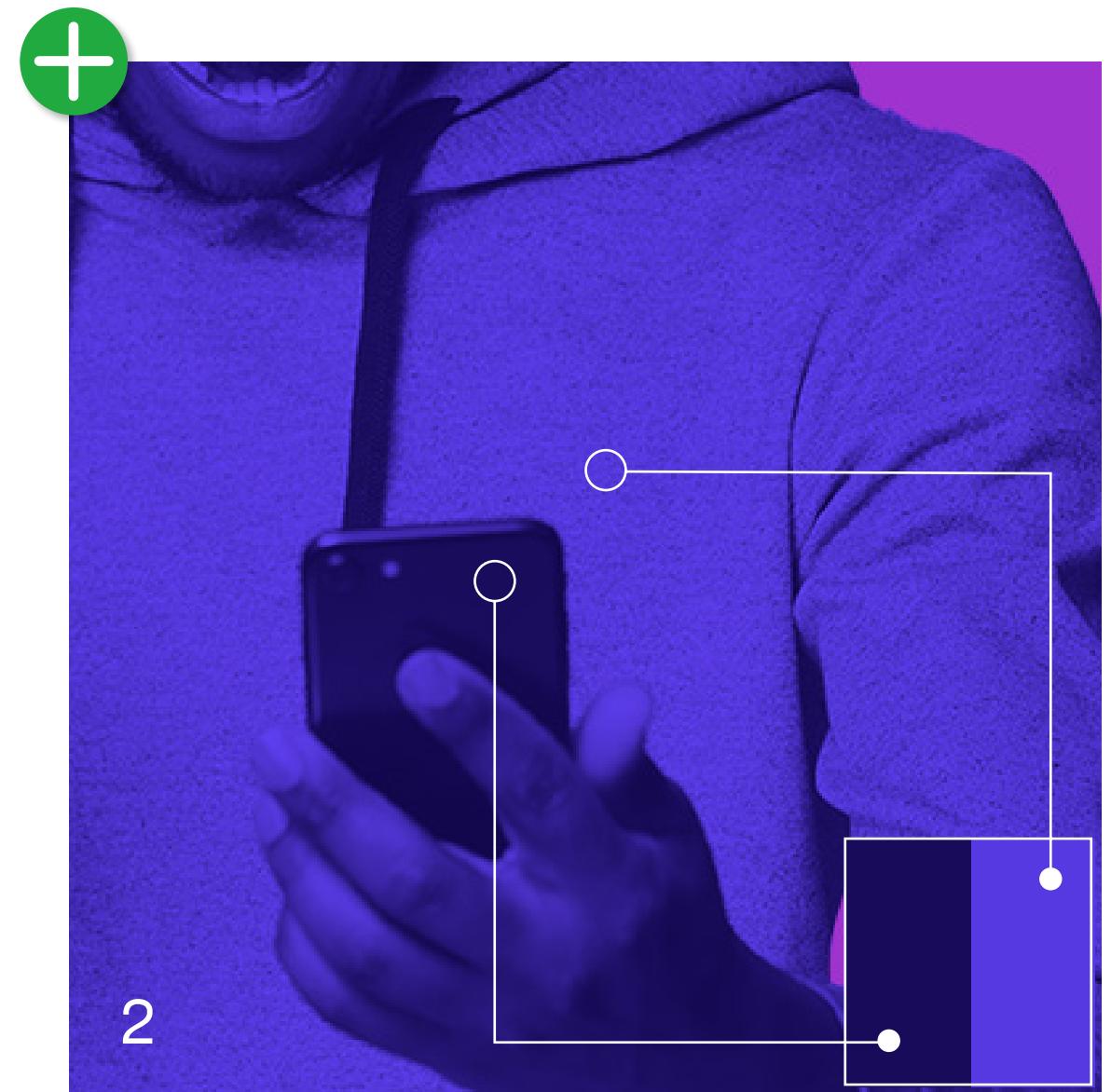
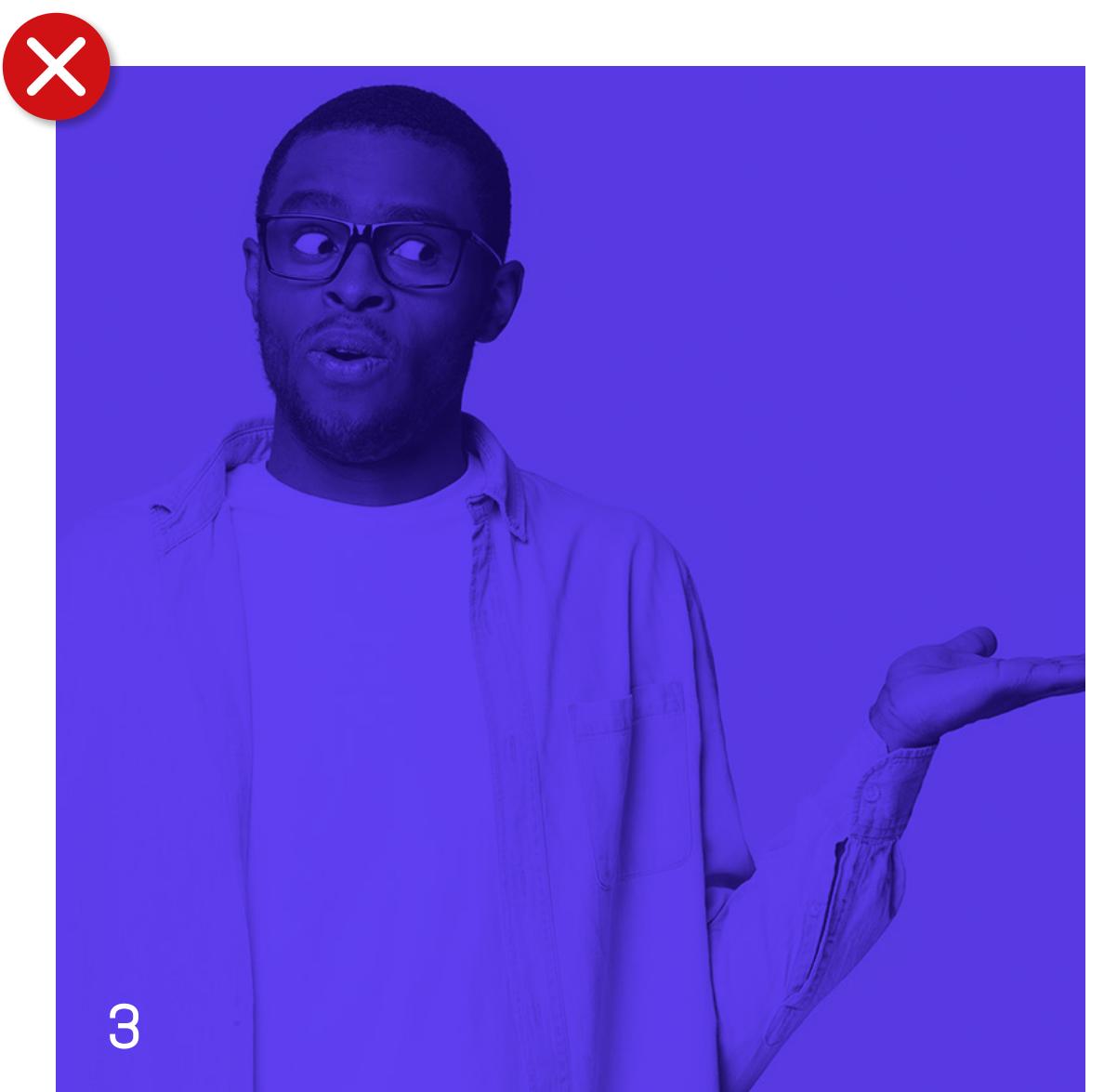
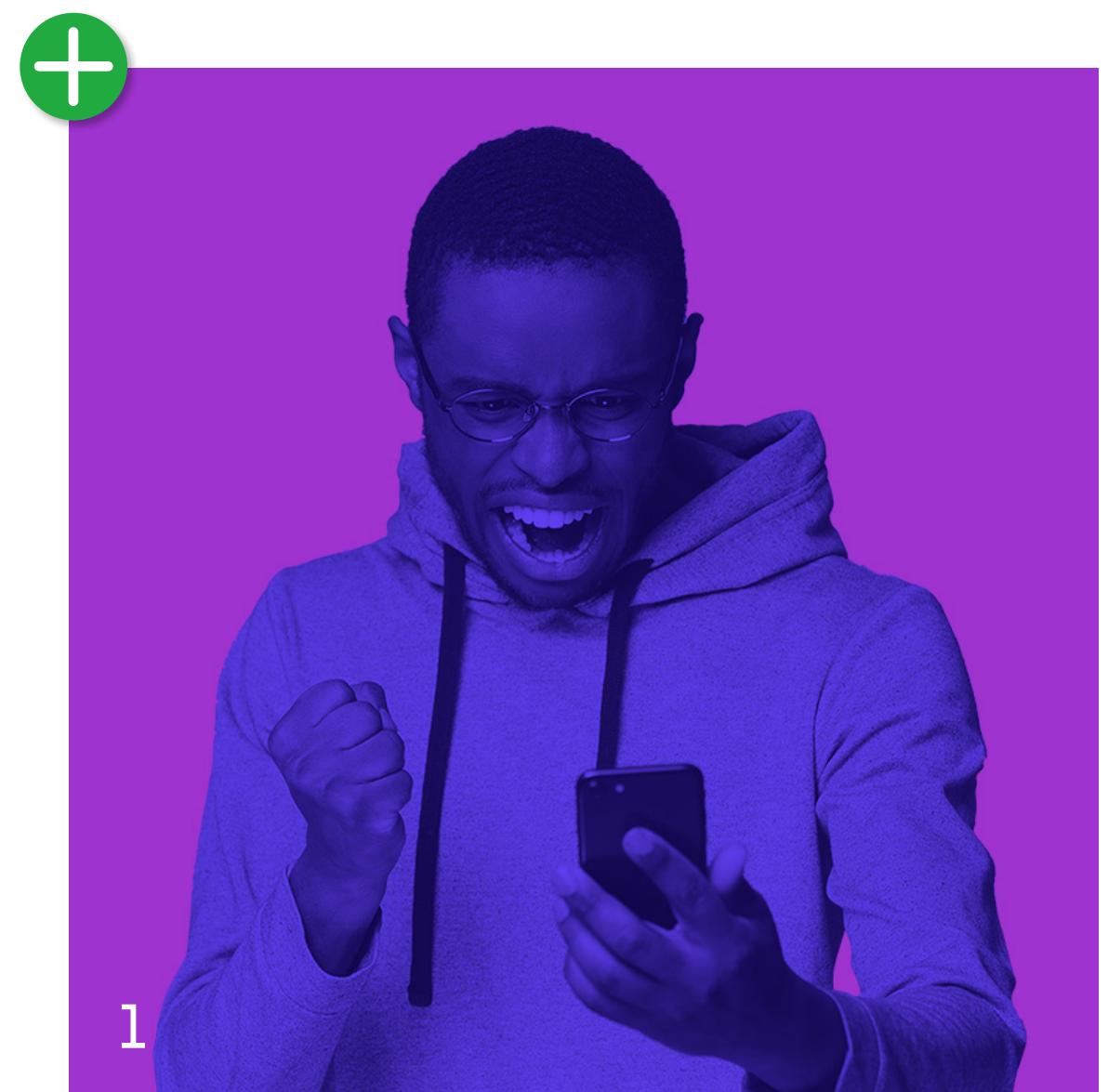
COLOR TREATMENT

1. Never use a unaltered photo, Use the following color overlay or the monotone.
2. Color overlay using Hard Rock Sportsbook color palette.
3. Duotone using Hard Rock Sportsbook Violet 1.



DO'S AND DON'TS

1. Apply duotone only on subject. Create contrast between the subject and the background by using different shades, colors or exposure.
2. Use photography with a wide dimension of colors and shading.
3. Do not apply duotone treatment on untreated photography. Do not apply duotone treatment on subject and background at the same time.
4. Avoid using over exposed photography, or photos of subjects with no light dimension.



04

COLOR

COLORS

Our brand palette is designed to electrify the viewer, drawing the eye to our logo and creative designs. Derivations from this palette is not allowed. When designing any digital interaction, RGB or Hex values should always be used. If designing for print, PMS colors are the correct choice, with CMYK usage as final/last option.

Primary App Palette

Violet 1

HEX #6a46f3
RGB 106, 70, 243
CMYK 80,78,0,0

Violet 2

HEX #c325b4
RGB 195, 37, 180
CMYK 32, 90, 0, 0

Blue 1

HEX #0fc5de
RGB 16, 197, 222
CMYK 65, 0, 14, 0

Blue 2

HEX #100458
RGB 15, 5, 90
CMYK 100, 100, 0, 45

Blue 3

HEX #3f85ee
RGB 63, 133, 238
CMYK 72, 45, 0, 0

White

HEX #f8f8fa
RGB 248, 248, 250
CMYK 0,0,0,15

Black

HEX #1a181b
RGB 26, 24, 27
CMYK 0, 0, 0, 90

05

TYPOGRAPHY

TYPOGRAPHY

The primary typeface is Neusa Next Pro Regular and Next Pro Bold. Wherever possible, please use this font in context with our logo and brand.

Primary typefaces

Neusa Next Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & % \$ # @ € ?)

Neusa Next Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & % \$ # @ € ?)

FONT FAMILY

The primary typeface is Neusa Next Pro Regular and Next Pro Bold. Wherever possible, please use this font in context with our logo and brand.

NEUSA NEXT PRO THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO CONDENSED THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO CONDENSED LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

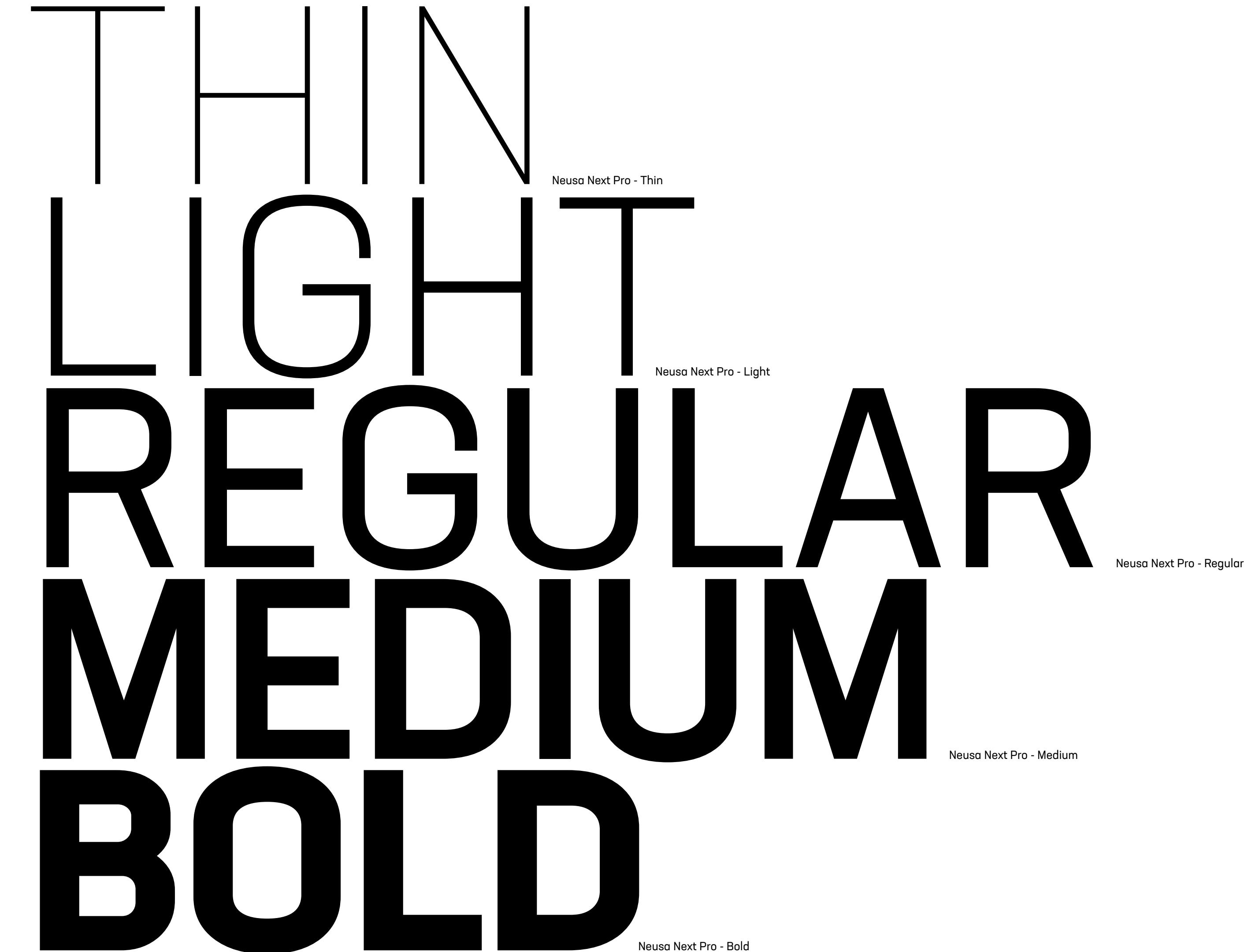
NEUSA NEXT PRO CONDENSED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO CONDENSED ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

NEUSA NEXT PRO CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$#@€?)

WEIGHTS

The Neusa Next Pro font is a full set of typefaces and we primarily use Regular and Bold. That said, where needed, use of the other elements in this font family are allowed.



NEUSA NEXT PRO - REGULAR

USE FOR:

- Body Copy
- Captions

Type size will change depending on the implementation used.

After you choose the typeface point size, multiply that number by the leading factor to determine your fixed leading size.

The smallest type size allowed is 8 point. Smaller sized usage is not allowed.

8 pt and below / leading *1.6 ($8 \times 1.6 = 12.8$ leading) Digital and print.

The amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

9 pt to 20 / leading *1.5 ($9 \times 1.5 = 13.5$ leading) Digital and print.

The amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

21 to 50 pt / leading *1.3 ($21 \times 1.3 = 27.3$ leading) Digital and print.

The amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

51 and above / leading *1.2 ($51 \times 1.1 = 56.1$ leading) Print only

The amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat quis nostrud.

NEUSA NEXT PRO - BOLD

USE FOR:

- Headlines
- Bold Statements
- Large Callouts

Type size will change depending on the implementation used.

Neusa Next Pro Bold requires appropriate leading and tracking.

After you choose the typeface point size, multiply that number by the leading factor to determine your fixed leading size.

30 pt to 59 pt / leading *1.1 ($60 \times 1.1 = 66$ leading) Digital and print

**THE AMET, CONSECTETUER
ADIPISCING ELIT, SED DIAMUM.**

60 pt to 299 / leading *1.1 ($60 \times 1.1 = 66$ leading) Digital and print

**THE AMET, SED
CONSECTETUER**

300 pt and above / leading *1 ($300 \times 1 = 300$ leading) Print only, for signage and events



MISTAKES TO AVOID

Do not adjust or change the typeface in any way. If you have any questions, please contact the Hard Rock Digital brand and creative teams.

MISTAKES TO AVOID

Do not guess at kerning.

Mistakes to Avoid

Do not stretch the type

MISTAKES TO AVOID

Do not use special type effects.

THE AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM
NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOIT
LORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WII ENIM AD
MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLA DO
CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR SI.

Do not use bold all caps for large blocks of type, reserved for small call outs

SPELLING & STYLIZATION

Our brand forward name is Hard Rock Sportsbook. Our company name is Hard Rock Digital. Please use Hard Rock Sportsbook for any consumer facing marketing. 'Sportsbook' is one word and should be written as shown.

Hard Rock

Stylize parent brand

Hard Rock Sportsbook

Stylized Hard Rock Sportsbook brand

Sportsbook

Name / stylize the word "sportsbook" (e.g. capitalized S, not "Sports Book")

06

TONE OF VOICE



We speak the language of the fan. Passionate. Real. Boisterous. Here to have the time of our life with like-minded fans turned friends.

We're the fan in the next section, cheering over every play, talking a little friendly trash, and bringing out the smiles in everyone.

It's the collective roar of the crowd that invites us to join in. The emotion of the game that bonds us. And a simple bet that dials up the energy to twelve.

Because only we know the feeling of being hopeless in the first 10 minutes, only to be forever victorious in the final 10 minutes.

A moment we'll remember forever?

YOU CAN BET ON IT.

CHEAT SHEET

Five words define Hard Rock Sportsbook **TONE OF VOICE** and become the charge to bring our way of being to life.

BE REAL

Talk like a fan, not a marketer or a bookie. We're talking with our friends

BE PASSIONATE

Bring the energy. Channel the moments and feelings that fans desire.

BE INVITING

Welcome all fans to celebrate their fandom with us.

BE PLAYFULLY IRREVERENT

Celebrate the good times. Talk a little friendly trash. Bring out the smiles we crave as fans.

BE SELF-ASSURED

Bring a confident yet humble swagger to everything we do.

REAL

**TALK LIKE A FAN, NOT A MARKETER OR A BOOKIE.
WE'RE TALKING WITH OUR FRIENDS.**

We speak to you fan-to-fan, never at you or to 'sell' to you.

We are colloquial and conversational, never jargon-filled or elitist.

We're clear and concise, never complicated or long winded.

We talk about the thrill of the games we love, not money you could win.

We speak the language of sports. From celebrating big wins, to the thrill of a huge play, to some friendly trash talking.

PASSIONATE

**BRING THE ENERGY.
CHANNEL THE MOMENTS AND FEELINGS THAT FANS DESIRE.**

We let our excitement for sports and the moment shine through, we're not dull or academic.

We tap into the exhilaration of the game, but always to share in the fanship, never to prove our cred.

We're optimistic and positive, never swayed by the naysayers or haters.

We're dynamic and enthusiastic, never apathetic or uncaring.

INVITING

**WELCOME ALL FANS TO CELEBRATE
THEIR FANDOM WITH US.**

We welcome all sports fan (from the big bettors to the never-haves), never exclusive or elitist.

We extend the invitation to everyone, and are never closed-off or clique.

We're fans of the games and of every team, and don't play favorites.

We celebrate the wins, but we never make fun of bettors when they lose.

PLAYFULLY IRREVERENT

**CELEBRATE THE GOOD TIMES. TALK A LITTLE FRIENDLY TRASH.
BRING OUT THE SMILES WE CRAVE AS FANS.**

We're good natured and fun, but every so often we bring a bit of an edge and shake things up.

We're confident, smart and clever, never mean-spirited or sophomoric.

We're going to challenge you and your fanship, but always in a way that respects you and the game.

We love what we do and we love sports, but that doesn't mean that we don't push boundaries.

SELF-ASSURED

**BRING A CONFIDENT YET HUMBLE SWAGGER
TO EVERYTHING WE DO. DO, AND MAKE.**

We are self-confident but never brash or cocky.

We're playful and a bit provocative, but never at the expense of someone else.

We're direct and assertive, never arrogant or boastful.

We have a point of view on things and aren't afraid to share it.

DO'S AND DON'TS

Always keep these top of mind when speaking to consumers.

REAL

TALK LIKE A FAN, NOT LIKE A BOOKIE,
AND ACT LIKE YOU'RE TALKING TO YOUR FRIENDS.

-  **DO**
Speak like a person
Bring in fanship
Be colloquial
Be concise and clear
Talk about the game
Talk about the thrills

-  **DON'T**
Talk at people
Sell to them
Use jargon
Be elitist
Talk too much
Talk about money

PASSIONATE

BRING THE ENERGY, POSITIVITY, AND EXCITEMENT
CHANNEL THE MOMENTS FANS DESIRE.

-  **DO**
Show emotion
Celebrate the moment
Be positive
Show our enthusiasm
Cheer everyone on
Share our fanship

-  **DON'T**
Be academic
Tout our knowledge
Talk smack
Be apathetic
Be mean to other fans
Engage the haters

INVITING

WELCOME ALL FANS TO CELEBRATE THEIR LOVE
OF SPORTS BETTING WITH US.

-  **DO**
Accept all fans
Be fans of all games
Be fans of every team
Extend an invitation
Invite everyone
Celebrate wins

-  **DON'T**
Be exclusive
Play favorites
Be elitist
Be cliquey or closed-off
Make fun of other fans
Make a hard loss worse

SELF-ASSURED

BRING A CONFIDENT YET RESPECTFUL SWAGGER
TO ALL WE SAY, DO, AND MAKE.

**DO**

- Be confident & cool
- Have a humble swagger
- Be playfully irreverent
- Be gently provocative
- Shake up expectations
- Be assertive and direct

**DON'T**

- Be cocky or smug
- Pick a fight or argue
- Be arrogant or boastful
- Be shy about our POV
- Be dismissive to other fans
- Be afraid to love a game

PLAYFULLY IRREVERENT

CELEBRATE THE GOOD TIMES, LAUGHS,
AND SMILES WE CRAVE FROM BEING FANS.

**DO**

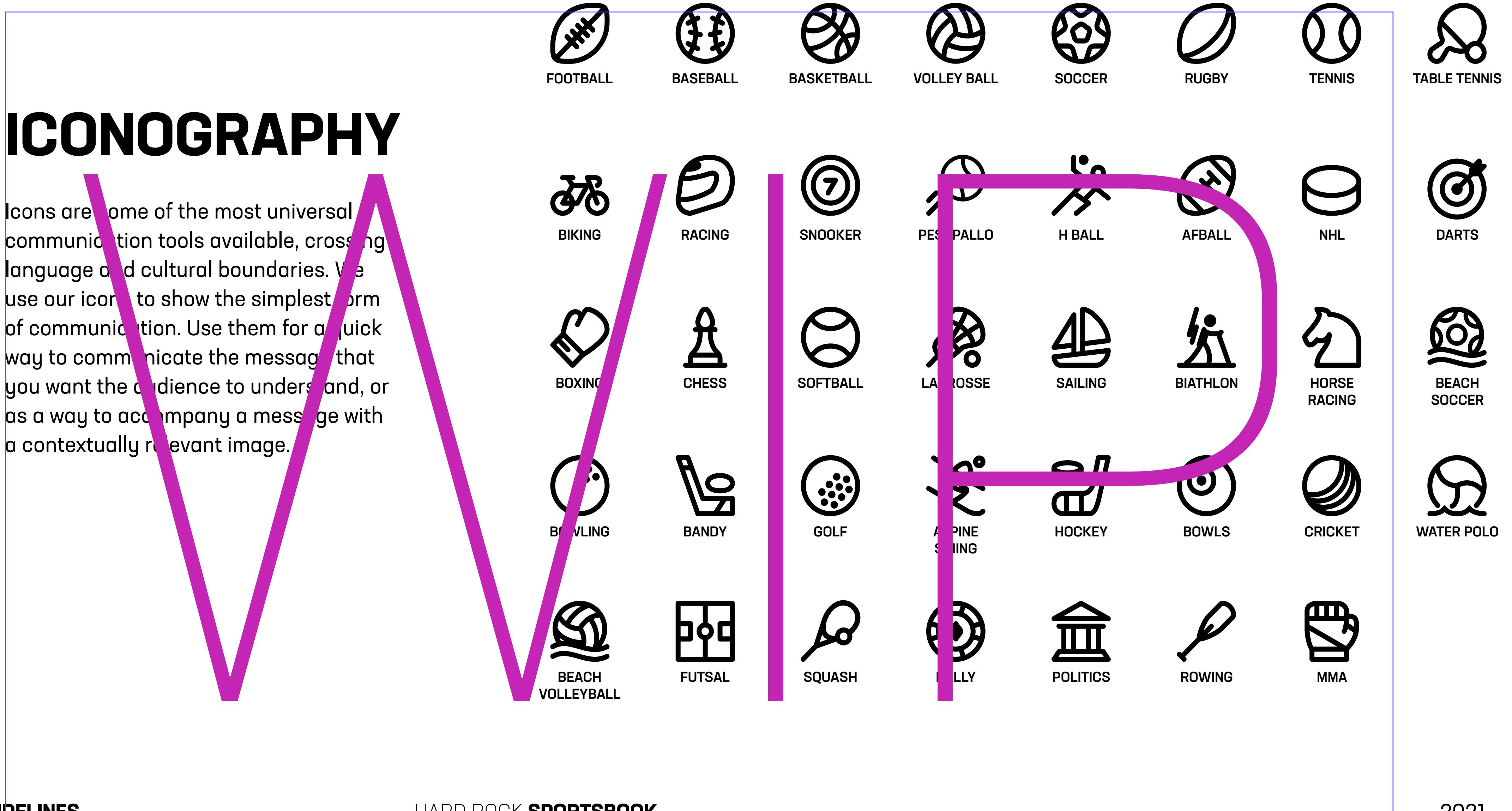
- Keep it lighthearted
- Be smart and clever
- Be fun and caring
- Talk a little friendly trash
- Laugh about sports
- Joke through fanship

**DON'T**

- Mock or taunt
- Be mean-spirited
- Be sophomoric
- Be dismissive or cynical
- Make our humor random
- Laugh at others

07

ICONOGRAPHY



08

MARKETING GUIDELINES

MARKETING AND LEGAL CHEAT SHEET

Legal considerations to keep top of mind when marketing our business.



Always include Age Restrictions and Problem Gambling Language:

The language here is different in every State, so please make sure you're using the correct language.

Always double-check if we have the RIGHTS to use team and league logo marks.

Always double-check if we have the RIGHTS to use athlete name and likeness.

Always double-check if we have the right to use any photograph, video or music material.



Don't overly-communicate sense of urgency.
(e.g. "BET RIGHT NOW")

Don't make up literal claims about how betting can "make your life better" or "be an escape".

When marketing Promotions (e.g. Risk-Free Bets), double-check that you have the right T&Cs to include on the advertisement. All Promotional ads must include T&Cs.

MISTAKES TO AVOID

It is important to understand our brand and how to use photography. What might seem like a good idea at the time could tarnish how the Hard Rock brand is depicted.

Do not use players, league and team marks and logos without permission.



Always double-check if we have the right to use any photograph, video or music material.



**Age restrictions**

Display an age restriction warning (21+) on all advertising communications.

Problem Gambling Language

Display a problem gambling notice on all advertising communications. Offered by the Seminole Tribe of Florida. Must be 21+ and physically present in Florida to play. Concerned about gambling? Please call 1-888-ADMIT-IT.

Make terms about required deposits are clear

When referring to "Free" offers, make the T&C's clear and easy to understand particularly around required deposits to access "free bet/play" and the number of times they must then wager their "free bet" and deposit money before they can withdraw any winnings.

Opt Out

An opt out/unsubscribe option should be available where practicable.

Supporting Evidence

Ensure you have evidence to support any objective claims in advertising.

Influencer and Celebrity Advertising

Ensure use of the #ad or similar mechanism when using influencer or celebrity advertisers.

Regular Review

Regularly review your terms and conditions for each promotion/offering.

**Immediate Action**

Don't use terms like "Bet Now" indicating a need for immediate action.

False Claims

Don't advertise false claims or false promotions.

Self-Excluded Players

Advertisements must not be received by self-excluded.

Excessive Gambling

Don't encourage excessive gambling (i.e., provide a bonus that applies on the tenth deposit, etc.)

Minors

Advertisements must not target individuals under 21 - i.e. use people who "look" under 25.

Tied to RG

Don't advertise or display any other marketing information on any primary web page/ screen, focused on information on responsible gambling.

Escape - Don't suggest through advertising that gambling can provide an escape from personal, professional problems.

GENERAL MARKETING GUIDELINES

For Responsible Gaming and Regulatory Compliance.

Compliance Statement

Responsible gaming and regulatory compliance are of core importance to Hard Rock Digital's business and mission. Proper protocols and procedures ensure that the company can meet and exceed regulatory obligations in order to maintain privileged gaming licenses, as well as protect customers, and enhance the company's reputation for safe and fair wagering.

Policy Purpose

This General Marketing Guidelines for responsible Gaming and Regulatory Compliance document is an overview of the standards for all marketing, advertising, and promotional activity conducted by Hard Rock Digital on behalf of itself or recipients with which it provides services. These standards are designed to meet general regulator obligations and best-practices for the gaming industry, as well as meet applicable Seminole Gaming specific requirements.

General Marketing Standards

- Gambling is a Form of Entertainment. Ensure that marketing materials emphasize the entertainment aspect of wagering. Marketing should emphasize fun, rather than "winning". No marketing material shall promote irresponsible or excessive participation in gambling, or suggest that

social, financial, or personal success is guaranteed by engaging in wagering.

- Avoid Suggesting Urgency. Avoid terms like "bet now" that imply the need for immediate action, and don't suggest that wagering is a way to escape or solve your personal, professional, or economic challenges.
- Responsible Gaming Messaging. All marketing materials must contain information regarding problem gaming as well as contact information for resources for customers with problem gambling concerns. The most common problem gaming hotline is 1-800-GAMBLER, but the specific wording may vary from jurisdiction to jurisdiction.

This applies to all advertising - television, radio, billboards, Internet sites, mailers, and printed collateral. Some states also require websites to require a "responsible gaming" logo and/or a direct link to problem gaming assistance programs.

- Marketing on Problem Gambling Resources or at-Risk Gamblers is Prohibited. Marketing information shall not be displayed on materials dedicated to providing problem gaming information. In addition, marketing must not be directed towards excluded individuals, whether it

is a self-exclusion or a regulator-directed exclusion. For example, excluded individuals must be removed from physical and e-mail distribution lists.

- Age Appropriate Targeting. Marketing must only be targeted to adults of legal gaming age, and should not target those under the age of 21- i.e. use people who look under 25. Marketing cannot be directed to websites or television stations focused on minors. Marketing shall not run any property, physical or digital, that appeals primarily to those below the age of 21. Furthermore, advertising, marketing, and promotions shall not occur at event venues where most of the audience at most of the events at the venue is reasonably expected to be under 21 years of age.
- Influencer Acknowledgment. Marketing materials involving paid celebrity or “influencer” endorsements must be clearly disclosed as such.
- Clear and Unambiguous Terms and Conditions. Terms and conditions regarding “free bets”, “deposit bonuses”, or “risk-free bets” should be clearly and unambiguously made available to patrons.

This includes disclosure of turnover/play-through requirements. All relevant terms and conditions must be easily available on website marketing. Where such ability to provide terms and conditions is limited due to the nature of the advertisement, effort should be made to inform viewer of ability to obtain more information. Ensure you have evidence to support any objective claims in advertising.

- Regular Review - Regularly review your terms and conditions for each promotion/offering.
- Excessive Play Through Requirements. Bonuses must not be tied to a specific number of deposits or other requirements that might encourage excessive wagering.
- Geo-location Notices. Marketing materials should include a reference to the requirement of being physically present within the state where the wager is being made. While this may change in the future, as of now, wagering must be geofenced by physical location and wagers cannot be made across state lines.

Florida-Specific Marketing Rules

- Marketing materials should include prominent signage and messaging regarding resources available for problem gaming, including the inclusion of a toll-free help-line number.
- Marketing materials should include the following language: “Must be at least 21 and physically present in Florida to wager. Concerned about gambling? Please call 1.800.522.4700”.
- Marketing materials should NOT state or imply that the offering of online sports betting services to players physically located within the State of Florida by the Seminole Tribe of Florida are being conducted from outside of its Indian lands in the State of Florida.
- Any references to third-party pari-mutuels must include the same brand as the applicable pari-mutuel facility or its parent brand.

Contact for Additional Information

If you have any questions or need any assistance in crafting appropriate materials, please reach out to Legal or Compliance.

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PHOTOGRAPHY

WE'VE GOT THE LOOK

Hard Rock Digital has approved assets and when you are using your own assets with our brand - here is our brand approvers and contact information.

Steve Swenson

Brand Assets Manager

steve.swenson@hardrockdigital.com

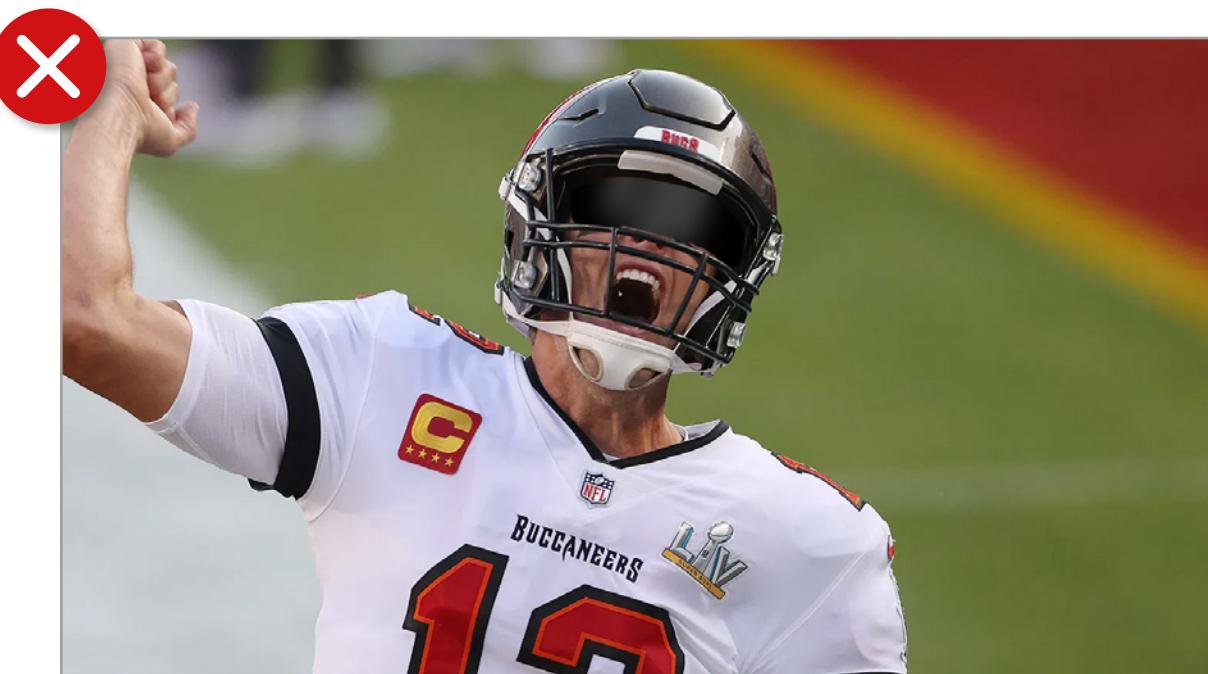
*Be sure to always have proper documentation.
No images will be approved for use without proof
of photographer and model releases.*



MISTAKES TO AVOID

It is important to understand our brand and how to use photography. What might seem like a good idea at the time could tarnish how the Hard Rock brand is depicted.

Do not use current players, league and team marks and logos without permission.



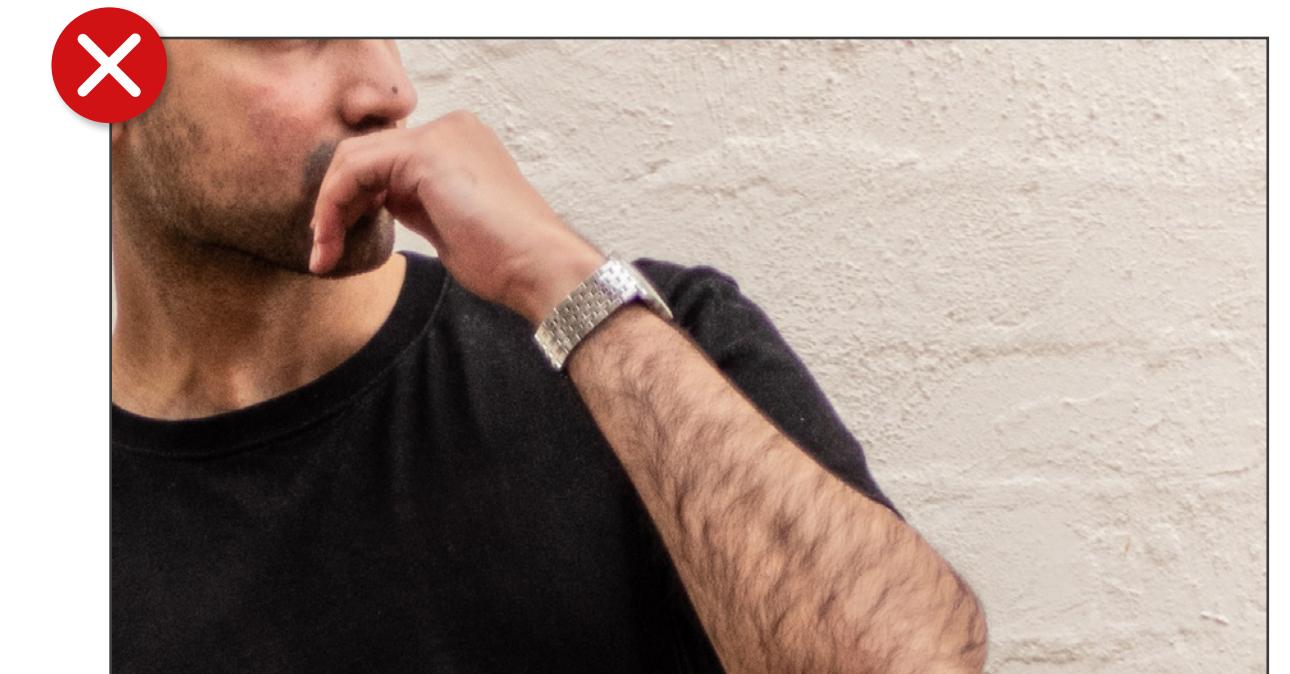
Do not use actual sports players names or likeness.



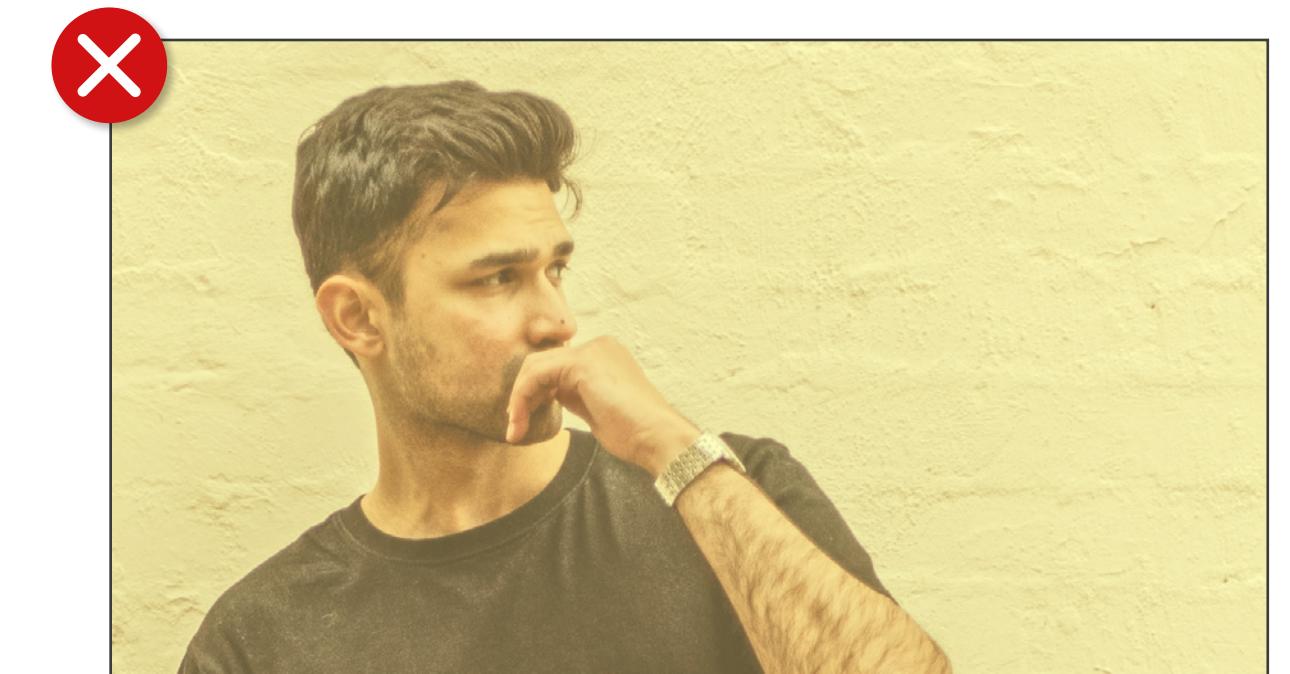
Do not use Photoshop filters.



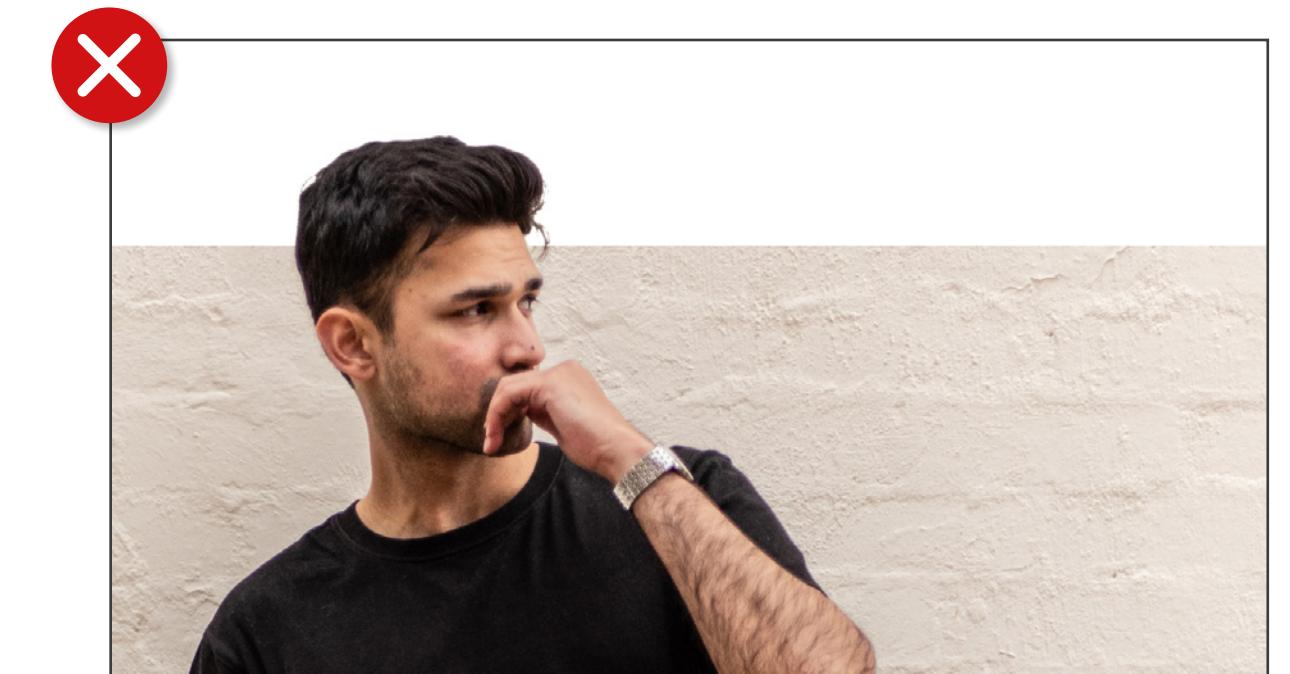
Do not use black and white



Do not crop out key focal points



Do not recolor photos



Don't mask areas of photography.

CONTACT US

For questions or brand permissions, please email
brand-permissions@hardrockdigital.com