



Casino Industry Visionary Bill Paulos Acquires *GamingToday*

Iconic Sports and Gaming Publication Poised for Rapid Growth Due to Recent SCOTUS Decision Opening Legalized Sports Betting in the US

LAS VEGAS, Nevada (August 22, 2018) – *GamingToday*, the iconic Las Vegas sports and gaming publication, has been acquired by gaming visionary Bill Paulos. This will mark the end of an era for the renowned sports and gaming publication that was founded over 40 years ago by Chuck and Eileen Di Rocco.

Established in 1976, *GamingToday* (formerly *Sports Form*) has been a staple for sports and gaming bettors in Las Vegas and across the country and is the nation's only newspaper dedicated to covering the commercial casino industry, as well as pari-mutuel race wagering and the emerging sports betting industry. *GamingToday* is a full-color, tabloid-size weekly that is distributed in casinos, card rooms, race tracks, and other outlets.

In addition to its print publication, the *GamingToday* website contains all the news and features of the newspaper, plus expanded coverage in key areas—race and sports analysis and handicapping, timely casino news/slot club information, ongoing poker promotions and tournaments, as well as a comprehensive gaming guide and strategy manual for virtually all casino games and an archive of past issues of *GamingToday*.

GamingToday is also famous for its long-standing "Bookie's Battle" contest. Now entering its 39th season, "Bookie's Battle" pits linemakers against each other to determine who is the best prognosticator over the course of the year.

"We are honored to be carrying on the great tradition started by Chuck and Eileen 40 years ago. We know that Eileen is looking forward to a well-deserved retirement and we are excited about taking *GamingToday* to the next level with national expansion. The interest and the need of our land-based and digital publication is more relevant than ever given the SCOTUS ruling and the expansion of legalized gaming across the county," said Paulos.

At the same time, it was announced that Howard Barish will be assuming the role of general manager at *GamingToday*. A graduate of the W. P. Carey School of Business at Arizona State University, Barish has over 25 years of experience working with Las Vegas casinos in the food and beverage industry, including Caesars Palace, MGM Grand, Bally's, and Green Valley Ranch. His last position was vice president of the world-famous Stage Deli franchises.

GamingToday expands the Paulos business portfolio anchored by Engaged Nation, the award-winning gamified marketing company. Engaged Nation pioneered gamified

marketing in the casino industry and recently added the international MarTech Breakthrough Award for Best Interactive Content Platform to its ever-growing list of honors.

“Engaged Nation has independently established itself as an industry leader with an array of customized online to on-floor programs by helping our clients increase their financial performance. Beyond that, I am extremely excited about the tie-in with *GamingToday* and Engaged Nation’s *\$2 Million Pro Football Frenzy* and *Million Dollar March Mania* programs. The synergies between these two companies will offer the gaming industry the most comprehensive combination of gamification and relevant content on all aspects of sports and general gaming in a way that will use the strengths of both entities,” said Paulos.

“The team is already finalizing our plans to expand and improve *GamingToday*, especially the digital side of the business, using the very solid, proven foundation that Chuck and Eileen built. I’m excited about the future of our company and the partnership with Engaged Nation is already proving invaluable,” added Barish.

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