



NEW WILLIAM HILL RACE & SPORTS BOOK AT PLAZA HOTEL AND CASINO TO OPEN JUST IN TIME FOR COLLEGE BASKETBALL TOURNAMENT

***Media Event on March 20 at 10 a.m. with former Mayor Oscar B. Goodman to
celebrate grand opening***

LAS VEGAS (March 11, 2013) – Just in time for one of Las Vegas’s biggest sports weekends of the year, William Hill will officially unveil its flagship downtown race & sports book at the Plaza Hotel and Casino on Wednesday, March 20.

The media is invited to attend the grand opening event at 10 a.m. on Wednesday, March 20. Photography and video at the event is welcomed.

The completed redesigned sports book features 75 TV screens, including 80-inch displays for sports viewing. The space will be open for the first weekend of men’s college basketball tournament action, which begins on Thursday, March 21, with 16 first round games.

The space also includes 25 high- and low-top tables with seating, 37 carrels and 12 display boards located above the wagering counter.

As part of the grand opening event, former Las Vegas Mayor Oscar B. Goodman will cut the ceremonial ribbon and place the first bet for charity. For those in attendance, there will be free pizza provided by Pop Up Pizza, which has a location adjacent to the book on the Plaza’s casino floor, and other giveaways.

“We are excited to celebrate the grand opening of our fully refurbished race and sports book with William Hill,” said Michael Pergolini, general manager of the Plaza Hotel & Casino. “Our new book will be the largest downtown, offering guests the best betting experience with high-definition screens, comfortable seating and other amenities.”

*****William Hill quote*****

At the Plaza, William Hill customers can sign up to join the new Rewards Club, which allows players to redeem points earned from sports play for complimentary wagers and other comps.

William Hill operates 75 full-service sports book locations throughout Nevada.

For more information regarding the book or the media event, please contact:

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