



FOR IMMEDIATE RELEASE

BORGATA'S \$1,000,000 PICK THE PROS® FOOTBALL CHALLENGE RETURNS FOR 2015 SEASON

INTRODUCING \$200,000 PICK THE PROS ONLINE CHALLENGE ON BORGATACASINO.COM

Atlantic City, NJ (August 26, 2015) – Borgata Hotel Casino & Spa is calling all fans to pick, win, and cash in again this football season by bringing back its extremely popular Pick The Pros® football challenge, awarding \$1,000,000 in cash and Bonus SLOT DOLLARS® over the 20-week regular season and division and conference playoffs along with a \$100,000 Big Game Bonus for the championship game. In addition to the in-person promotion, Borgata is upping the ante by launching a second distinct sweepstakes through BorgataCasino.com in which online gaming account holders can enter to win their share of a \$200,000 prize pool.

“Borgata has continued to enhance and evolve Boyd Gaming’s Pick The Pros® football challenge since its implementation in 2011,” said Senior Vice President of Operations, Joe Lupo. “After successfully extending the campaign through the playoffs with last year’s \$100,000 Big Game Bonus, we are thrilled to unveil a subsequent promotion that speaks to our online gaming community and allows anyone who signs up through our website to participate anywhere in the country.”

A total of \$10,000 will be awarded weekly to online participants, with the highest number of correct picks receiving \$2,000 Bonus Dollars. An additional 400 participants will randomly win \$20 Bonus Dollars each week. Winners must have a verified BorgataCasino.com or BorgataPoker.com account and be physically within New Jersey to redeem their prize.

Borgata will give away a total of \$50,000 per week in prizes, including \$20,000 in cash to those entrants with the most correct picks, as well as \$30,000 in Bonus SLOT DOLLARS® awarded in random drawings to 1,000 winners each week. The final week will see a \$100,000 prize structure featuring \$40,000 in cash and \$60,000 Bonus SLOT DOLLARS® up for grabs.

Beginning Monday, September 7, 2015, and running through Monday, February 8, 2016, participants will have the opportunity to enter their picks via a touchscreen selection at any of the four Pick The Pros® kiosks located at the My Borgata Center and near Gypsy Bar. All My Borgata Cardholders will have the ability to make one entry daily with up to seven free entries per week. Participants will also have the option of using a Quickpicks button which will automatically make the selections randomly.

Cash and Bonus SLOT DOLLARS® winners will be announced on the following Tuesday of each week

Week 1	Tuesday, September 15, 2015	Week 12	Tuesday, December 1, 2015
Week 2	Tuesday, September 22, 2015	Week 13	Tuesday, December 8, 2015
Week 3	Tuesday, September 29, 2015	Week 14	Tuesday, December 15, 2015
Week 4	Tuesday, October 6, 2015	Week 15	Tuesday, December 22, 2015
Week 5	Tuesday, October 13, 2015	Week 16	Tuesday, December 29, 2015
Week 6	Tuesday, October 20, 2015	Week 17	Tuesday, January 5, 2016
Week 7	Tuesday, October 27, 2015	Week 18	Tuesday, January 12, 2016
Week 8	Tuesday, November 3, 2015	Week 19	Tuesday, January 19, 2016
Week 9	Tuesday, November 10, 2015	Week 20	Tuesday, January 26, 2016
Week 10	Tuesday, November 17, 2015	Week 21	Monday, February 8, 2016*
Week 11	Tuesday, November 24, 2015	Week 22	

*Big Game Bonus applies to \$1,000,000 Football Challenge Only

***All participants must be 21 or older and have a valid My Borgata Card.

About Borgata Hotel Casino & Spa

Located in Atlantic City’s Marina District, Borgata Hotel Casino & Spa features 2,000 guest rooms and suites; 161,000 square feet of gaming; 184 table games; 3,038 slot machines; a 75+ table poker room; 10 retail boutiques; 5 acclaimed fine dining restaurants by renowned chefs; 9 casual dining options; a 54,000 square foot spa; 70,000 square feet of event space; 4 signature nightlife experiences; and parking for 7,100 cars. The market-leading resort also features Atlantic City’s first cosmopolitan hotel experience, The Water Club at Borgata, with 800 guest rooms and suites; a 36,000 square foot spa; 18,000 square feet of meeting space; 6 designer retail boutiques; and 5 heated indoor and outdoor pools. Borgata also offers online gaming within the state of New Jersey through its real-money gaming sites, www.BorgataCasino.com and www.BorgataPoker.com.

About Borgata Bonus SLOT DOLLARS®

SLOT DOLLARS® rewards are valid for 30 days. A gaming day is between 6 am and 5:59 am. SLOT DOLLARS® rewards cannot be redeemed for cash. SLOT DOLLARS® rewards must be played at a slot machine. Unused SLOT DOLLARS® rewards cannot be cashed out. Borgata is not responsible for abandoned SLOT DOLLARS® rewards. SLOT DOLLARS® rewards will be played before other credits. Once SLOT DOLLARS® rewards have been activated they must be played on that trip. Once you have downloaded SLOT DOLLARS® rewards, you must play them at that machine. Non-transferable. Not valid in conjunction with any other offers.

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