



## **William Hill Mobile Sports Book and Online Casino Launches in Michigan**

*The William Hill Sports Book and Casino App is available Anywhere in the State*

*William Hill Offers Customers a Fun, Trusted, and Easy Way to Enjoy Sports Betting  
and Casino Games*

**TRAVERSE CITY, MICHIGAN (January 22, 2021)** – William Hill US, partnered with the Grand Traverse Band of Ottawa and Chippewa Indians (“GTB”), to launch its mobile and online Sports Book and Casino App in Michigan today, Friday, January 22, 2021, at 12PM ET. Available from anywhere in the Great Lakes State, William Hill offers a seamless experience that makes it easy and quick to make a wager on sports and play online casino games.

Built on William Hill’s proprietary platform, the sports betting portion of the app offers Michigan sports fans a broad and deep array of markets and bet types, including live InPlay wagering. In the casino portion of the app, customers can enjoy Blackjack, Roulette, Baccarat, and a variety of Slot games. Customers in Michigan can also expect several fun promotions each week.

The app includes a quick and secure registration process and a wide selection of options to deposit and withdraw funds.

William Hill has a long-term partnership with the Grand Traverse Band of Ottawa and Chippewa Indians as the exclusive partner for sports books, along with mobile sports betting and iCasino gaming. In September, William Hill and GTB opened The Onyx Sports Book by William Hill at Turtle Creek Casino & Hotel along with a satellite location at Leelanau Sands Casino in Northern Michigan.

“William Hill is America's leading sports betting company, which speaks volumes for their professionalism, knowledge and experience. Grand Traverse Resort & Casinos is excited to add another form of entertainment to our brand, and we are confident the William Hill online experience will be

the most trusted in the industry,” said Michael Schrader, CEO for Grand Traverse Resort & Casinos.

“Michigan has a rich sports history and incredibly passionate fans. Together, William Hill and GTB are excited to deliver an engaging way to experience sports betting and gaming to customers all over the state,” said Ken Fuchs, President of Digital for William Hill US. “This comes at a fantastic time with the NFL playoffs, Pistons, Red Wings, a full slate of Michigan College basketball, and McGregor vs. Poirier on this weekend’s menu.”

William Hill, America’s leading sports book operator, now offers mobile sports betting apps in nine U.S. jurisdictions (Colorado, Illinois, Indiana, Iowa, Michigan, Nevada, New Jersey, West Virginia, and Washington, D.C.) since launching its first mobile offering in 2012, and powers the trading services for the Rhode Island Lottery mobile app.

**WHEN:** Available for access in Michigan at 12PM ET on Friday, January 22, 2021, William Hill is offering a [risk-free sports bet up to \\$500 for new customers who make a deposit](#).

**WHERE:** The William Hill Sports Book App in Michigan is available for download on any [Apple](#) or [Android](#) device from anywhere in the state or by visiting William Hill’s Michigan [website](#).

**INTV:** Send all media requests for interviews or demos to Michael Grodsky, William Hill US, [mgrodsky@williamhill.us](mailto:mgrodsky@williamhill.us)

### **About William Hill US**

William Hill US, part of London Stock Exchange listed William Hill PLC, is America’s #1 Sports Book operator. Established in 2012, the company has expanded from its birthplace of Nevada to operate in more than 160 locations across 14 states, and now takes one in every four sports bets placed in the country. William Hill US currently has operations in The Bahamas, Colorado, Florida, Illinois, Indiana, Iowa, Michigan, Mississippi, Nevada, New Jersey, Pennsylvania, Rhode Island, Washington D.C., and West Virginia. The company is also the licensed sports betting provider for numerous casinos in Mississippi and New Mexico and is the exclusive risk manager for the Delaware and Rhode Island sports lotteries. Product and technology are core to William Hill’s growth strategy in the US, and it now offers industry-leading betting apps in Colorado, Washington D.C., Illinois, Indiana, Iowa, Nevada, New Jersey and West Virginia. Continuing the innovative spirit of its founder William Hill, the company opened a sports book in the world-famous Capital One Arena in 2020, becoming the first operator to offer sports wagering inside a US professional sports complex. For more information, visit [William Hill US](#).



# GRAND TRAVERSE<sup>®</sup> RESORT & CASINOS

## Mobile Sports Betting/Mobile Gaming FAQ

1. What is mobile sports betting?

*It is a mobile app, now legal in Michigan as of 1/22/21, to wager on sports and other casino games. This mobile app is a result of our partnership with William Hill PLC.*

2. Are there any special offers?

*Yes! Use the promo code ONYXRF when you sign up and get a \$500 risk-free bet!*

3. How do I download this app?



*Visit [www.williamhill.com/us](http://www.williamhill.com/us) or open your camera on your smart phone and point it at the QR code. The app is also available on Apple's App Store or on Google Play. This QR code will auto-populate the ONYXRF code and features the \$500 risk free offer.*

4. Can I really bet anywhere?

*You must be within the state of Michigan to use the app.*

5. How is this different from the Onyx Sports Book?

*These are two separate sports books. Onyx is run by us for in-person betting, and the mobile app is run by William Hill and allows you to make a wager right from your mobile device, anywhere in the state.*

6. How do I fund my mobile betting account?

*You can use a variety of online banking options, including debit or credit cards.*

*You will, very soon, be able to deposit and withdraw in person in both casinos at the cage. Stay tuned for updates.*

7. How do I collect my winnings?  
*Winnings are paid out through the app, or, coming very soon, in person through the cage at both casinos.*
  
8. Who do I contact if I have a problem with the mobile app, or with a bet and/or account balance?  
*Please contact William Hill through your app. Onyx Sports Book only handles wagering done in person at Turtle Creek Casino or Leelanau Sands Casino & Lodge. Email: [customersupport@williamhill.us](mailto:customersupport@williamhill.us) Phone: 855 754 1200*
  
9. Is it safe and legal?  
*Yes. William Hill PLC is one of the world's leading betting and gaming companies, established in 1934 in the UK, and has operated in the US since 2012. As of noon on January 22, 2021, mobile sports and gaming is legal in the State of Michigan.*
  
10. Does the online gaming earn rewards in either the William Hill Rewards Program or the Grand Rewards Player's Club?  
*No, but you do earn sports betting points when you use your Onyx card at Leelanau Sands Casino & Lodge or at the Onyx Sports Book at Turtle Creek Casino & Hotel.*
  
11. Can customers use their e-credits from their Grand Reward's Player's Club for the online gaming?  
*No- e-Credits can be used at any slot machine but no for sports or mobile betting.*
  
12. Are GTRC employees allowed to use the online app (both sports betting and online gaming)?  
*Yes, during your off hours only. See your supervisor or manager for specific department information.*