

AFFINITY Interactive™



AFFINITY INTERACTIVE TO RENOVATE AND REBRAND SILVER SEVENS HOTEL & CASINO AS THE CONTINENTAL CASINO & HOTEL IN LAS VEGAS

LAS VEGAS, November 17, 2023 – Affinity Interactive (“AI”), a leading omni-channel media, online, and gaming operator, announced today that Silver Sevens Hotel & Casino will undergo an extensive renovation and rebranding transformation, emerging as The Continental Casino & Hotel. This iconic destination will be characterized by a spectacular rooftop bar and lounge, offering breathtaking views of the dynamic Las Vegas skyline, and will herald the long-awaited return of Pink Taco to Las Vegas as the flagship dining establishment.



The Continental Casino & Hotel is a nostalgic tribute to the golden area of Las Vegas, celebrating a rich legacy of excitement, approachability, and value, beloved by locals and visitors alike for gaming and hospitality.

To enhance the overall guest experience, AI will be making substantial investments in gaming offerings and introducing a range of unique dining options. Notably, after a six-year absence, the renowned Pink Taco will return to Las Vegas, solidifying its status as a premier culinary destination.

Pink Taco was born of local culture and shaped by the spirit of rock and roll. With every salted rim, Pink Taco is redefining the dining industry – crafting an experience that is daringly imaginative, unapologetically authentic, and 100% unfiltered. The menu boasts mouthwatering soft tacos, perfectly crafted beverages, and unforgettable nights.

“This marks an exciting chapter for our property and company, aligning with our upcoming ZCG/Scuderia Ferrari Team Partner Fan Zone event for the Las Vegas Grand Prix. Our vision is to elevate the casino and hotel experience at Silver Sevens while remaining true to its history,” said Andrei Scrivens, Chief Executive Officer of Affinity Interactive. “The Continental brand reaffirms our dedication to delivering a unique, exceptional, and value-driven experience to our community, while also contributing to Las Vegas’ growing reputation as a global sports and entertainment destination.”

For additional renovation renderings and updates on project news, visit:

Continental Casino & Hotel – Silver Sevens Casino (wpworks.app)

For details and to buy tickets for the ZCG/Scuderia Ferrari Fan Zone experience, visit:

<https://www.eventbrite.com/cc/zcgscuderia-ferrari-fan-zone-november-15-18-2652399>

About Affinity Interactive

Affinity Interactive is an omni-channel media, online, and gaming industry leader with an expanded suite of casino and online gaming offerings. Combining leading regional casinos in Nevada, Missouri and Iowa with advanced technology, digital and media platforms, and an online betting presence, Affinity Interactive has nearly 1 million combined customers and is positioned to capitalize on the continued momentum in sports betting and iGaming globally. Affinity Interactive companies also include: the iconic Daily Racing Form, “America’s Turf Authority since 1894” for horse racing and sports enthusiasts throughout North America; DRF Bets™, one of America’s fastest-growing online and mobile wagering platforms; and DRF

Sports, which provides fans with exclusive up-to-date sports betting stats, insights and analysis on all major U.S. sports and leagues. For more information, please visit affinityinteractive.com, DRF.com, bets.DRF.com and DRF.com/sports.

Affinity Interactive is a portfolio company of Z Capital Partners, L.L.C., the private equity fund management arm of Z Capital Group, L.L.C. ("ZCG"). ZCG is a leading, privately held merchant bank comprised of private markets asset management, business consulting services, technology development and solutions. ZCG has a global team comprised of over 400 professionals. (www.zcg.com)

About ZCG

ZCG is a leading, privately held merchant bank comprised of private markets asset management, business consulting services, technology development and solutions.

For almost 30 years, ZCG Principals have invested tens of billions in capital and have industry leading track records in private equity and credit.

ZCG has approximately \$7B of AUM in asset management and its investors are some of the largest and most sophisticated global institutional investors including pension funds, endowments, foundations, sovereign wealth funds, central banks, and insurance companies.

ZCG has a global team comprised of over 400 professionals. For more information, please visit www.zcg.com.