

Borgata introduces new online sports betting option

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Atlantic City's most profitable casino has launched its own online sports betting platform, hoping to capitalize on the strength of its brand name.

Borgata Hotel Casino & Spa introduced a new digital sports betting platform, BorgataSports.com, Tuesday. The option is available through the website and for download on Apple and Android devices.

"With our customers in mind, we have delivered the ability for existing BorgataCasino.com and BorgataPoker.com account holders to use their current credentials to sign in and access all platforms, allowing for a seamless transition between products," said Marcus Glvoer, president and CEO of Borgata.

The casino said customers using the new online option will have the ability to make the same variety of sports wagers that are currently available at the Borgata Race & Sports Book.

Borgata was the first Atlantic City casino to offer sports betting last year after New Jersey legalized sports betting.

Construction of a nearly \$11 million permanent sports book are underway at Borgata and the casino plans to open the new venue this summer.

Borgata launched playMGM NJ Sports shortly after legalization. MGM Resorts International is the parent company of Borgata.