

FOR IMMEDIATE RELEASE

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**FIRST TIME NASCAR SPONSOR HCW JOINS WITH GRAY GAULDING TO PROMOTE
NEW CAESARS REPUBLIC SCOTTSDALE HOTEL**

Fort Worth, TX. (February 17, 2023) – Standout Management Group (SMG) and NASCAR Xfinity driver Gray Gaulding are excited to announce that new associate sponsor HCW Development and Caesars Republic Scottsdale will be participating at several Xfinity race events throughout 2023. The partnership debut commences at tomorrow's February 18th "Beef. It's What's for Dinner.300 at Daytona International Speedway.

Gaulding will be strapping in the seat once again this weekend showcasing the original red and yellow Panini America paint scheme that resulted in 2 top-10 finishes in 2019. "After watching Patrick Mahomes win his second Super Bowl this past weekend" Gaulding stated, "I cannot wait to get back on the track and pick up where we left off. I feel that I have unfinished business and that with outstanding partners like HCW and Caesars Republic Scottsdale, we can get back to having a chance at making the playoffs."

HCW owned and operated hotel, Caesars Republic Scottsdale is a new lifestyle-hotel experience opening February 2024 in Scottsdale, AZ. This modern, 11 story landmark will be the first non-gaming brand for Caesars Entertainment nationwide offering 265 guestrooms, 20,000sf of event space, rooftop pool & lounge overlooking Camelback Mountain, and two signature restaurants by celebrated chef, author, and television personality, Giada De Laurentiis. The property is an exciting development for Caesars Entertainment that will bring its industry-leading Caesars Rewards loyalty network to Scottsdale, introducing guests to a new destination where they can earn and redeem their rewards.

"We are excited to participate as a NASCAR sponsor and partner with driver Gray Gaulding to promote our Caesars Republic - Scottsdale development! Wishing Gray the best of luck this season and hoping he will achieve the level of success he had in 2019 when he ran the now two time Super Bowl Champion Patrick Mahomes on his hood" said Richard Huffman, Chief Executive Officer and President of HCW.

Make sure to catch all the race action on FS1 starting tomorrow at 5:00 PM Eastern Time Saturday, February 18th, 2023.

About Caesars Republic Scottdale

Caesars Republic Scottsdale is a new lifestyle-hotel experience and the first non-gaming hotel by Caesars Entertainment in the United States. Located adjacent to Scottsdale's premier luxury retail destination, Scottsdale Fashion Square, the new concept taps into the unique pulse of the surrounding city to form a one-of-a-kind experience. The 11-story, 265-room hotel and conference center is scheduled to open in February 2024. For more information, visit caesarsrepublicscottsdale.com.

About HCW

HCW, is a nationwide real estate property development, management, and hospitality company with offices in Phoenix, Kansas, and Branson, Missouri. HCW's diverse portfolio spans from full-service hotels and retail to multifamily apartments and condominiums. HCW has developed more than \$2.5 billion in real estate in the past 30 years. For more information about HCW visit www.hcwdevelopment.com.

About SMG

Standout Management Group is a sports and entertainment talent management and activation agency headquartered at Texas Motor Speedway in Fort Worth, Texas. SMG is considered as an "outside the box" agency that works with brand partners and celebrities to help brands "stand out" from the rest by leveraging motorsports, music and other professional sports platforms. Additionally, SMG uses advanced technology solutions and data capture methods to maximize activation results. For more information, visit www.standoutmg.com