



PENNSYLVANIA GAMING CONTROL BOARD
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Sent via Electronic Mail

Interactive Gaming Certificate Holders and Operators
Sports Wagering Certificate Holders and Operators

**RE: Interactive Gaming and Online Sports Wagering Advertisements No Longer
Require “Co-Branding”**

Dear Certificate Holders and Operators:

On November 21, 2019, the Pennsylvania Gaming Control Board’s (“Board”) Executive Director, Kevin F. O’Toole, issued an “Explanatory Comment on Advertising Requirements for Interactive Gaming and Interactive Sports Wagering”. This Explanatory Comment set forth the requirements for co-branding of advertisements used to promote interactive gaming or online sports wagering by certificate holders and operators in the Commonwealth. The term co-branding refers to the explicit referencing of both the operator and certificate holder in advertisements specifically directed to Pennsylvania audiences based upon physical location and/or the nature of the content therein. The advertising co-branding requirements are set forth in 58 Pa. Code § 813a.2(b).

In response to industry feedback and to eliminate customer confusion, the Board has determined that, effective immediately, co-branding is no longer required for interactive gaming and online sports wagering advertisements. Until such time as the advertising regulations can be revised, the Board will not enforce the provisions of regulation 813a.2(b). Please be advised sections (a) and (c) through (f) of the regulation will not be revised, and operators must continue to maintain compliance with those sections.

If you have any questions, please contact me via email at lcopello@pa.gov.

Sincerely,

Lee Copello
Director of iGaming Compliance

cc: Kevin O’Toole, Executive Director, PGCB
Steve Cook, Chief Counsel, PGCB
Claire Yantis, Administrative Director, PGCB
Cyrus Pitre, Chief Enforcement Counsel, PGCB
Paul Mauro, Director of Investigations and Enforcement, PGCB
Paul Resch, Director, Bureau of Gaming Operations, PGCB
Kevin Kile, Director of Sports Wagering Operations, PGCB
Karlee Page, Audit Manager, PGCB