



This is a developing story and will be updated.

DraftKings Sportsbook is officially getting into the land-based **sports betting** business, via a casino in **Mississippi**.

After being the first operator to launch online sports betting in **New Jersey** in August, DraftKings Sportsbook is making its first foray into operating a retail sportsbook this Friday.

DraftKings + Mississippi =

DraftKings announced on Monday that it had reached an agreement with **Scarlet Pearl Casino Resort** in **D'Iberville, Miss.**, to officially open DraftKings at Scarlet Pearl Sportsbook. DraftKings reported that it had received its license from the **Mississippi Gaming Commission**, among other required regulatory approvals.

The sportsbook is a remodel of Scarlet Pearl's existing **PRL Bar**.

"We're thrilled to be working with Scarlet Pearl Casino Resort, whose leadership has a high bar for quality and a forward-thinking approach to sports betting; a perfect fit for DraftKings," said **Matt Kalish**, Chief Revenue Officer and co-founder of DraftKings. "We're excited to bring and offer an innovative sports betting experience to sports fans in one of the largest and most competitive gaming markets in the U.S."

DraftKings has three betting windows to start, but soon DK will also offer:

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