



CHRIS SHEFFIELD

Chris Sheffield is Senior Vice President Managing Director I-Gaming, a newly created position at Penn National Gaming. Mr. Sheffield is responsible for setting the company's strategy as it prepares for the launch of online gaming initiatives across its portfolio.

Mr. Sheffield served most recently as Managing Director, Digital at Betfred, a United Kingdom-based bookmaker, which he joined in March 2011. While there, he led the transformation of betfred.com into one of Europe's fastest-growing gaming businesses. His teams at Betfred also launched mobile sports wagering and mobile gaming products.

Prior to Betfred, Mr. Sheffield had a successful entrepreneurial career during which he launched several technology, gaming and media businesses. From March 2003 to March 2010, he founded and served as Chief Executive Officer of Million-2-1 Limited, a pioneer in the mobile gaming space, which was acquired by IGT in June 2008 and was the basis of IGT's launch of mobile gaming using the company's slot brands and games in several jurisdictions including the United States. From April 1999 to August 2002, he founded and served as Chief Executive Officer of Eunate Limited, an Internet production business that was sold to N Brown PLC and, among other products, created an Internet casino gaming platform for Stanley Leisure PLC. Mr. Sheffield also served for 10 years at Deloitte where he was an IT consultant and Partner focused on Internet, e-commerce, security and networking consulting.