



BALLY'S LAS VEGAS COMPLETES \$125 MILLION RENOVATION OF 2,052 ROOMS IN NEW RESORT TOWER

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Every Guest Room Renovated Within the Last Four Years, Donated \$1 Million in Furniture to Charities and Hurricane Harvey Relief

Las Vegas, May 11, 2018 (GLOBE NEWSWIRE) -- Located in the center of the action on the Strip, Bally's Las Vegas has completed a \$125 million redesign of 2,052 guest rooms and suites in the new Resort Tower. Nearly every guest room at Bally's Las Vegas has been renovated within the last four years.



New Resort King Room at Bally's Las Vegas



New Resort Presidential Suite at Bally's Las Vegas



The latest redesign features neutral, dark wood tones and striking pops of red throughout decorative accents and fashionable wall coverings, with various geometric patterns that create a contemporary feel. Additional highlights of the new rooms include USB charging stations, chic lounge furniture and reimaged bathrooms with spacious glass-enclosed showers.

"Conveniently located at the center of the Las Vegas Strip, Bally's welcomes a wide variety of guests from business to leisure travelers," says David Hoenemeyer, regional president of Bally's Las Vegas. "We are committed to providing the best experience for our guests, and design-savvy rooms are a key component of elevating their stay."

In 2018, Caesars Entertainment plans to renovate approximately 3,735 rooms in Las Vegas as part of its strategic Las Vegas room renovation plan, resulting in more than 15,500 renovated rooms (67 percent) since 2014. The company's total Las Vegas room inventory is approximately 23,150. The recent Bally's Las Vegas renovation followed the completion of the Jubilee Tower rooms and suites in early 2014.

As part of Caesars Entertainment's Code Green initiative, which aims to reduce landfill waste by 50 percent by 2020, the company donated a majority of the furniture from the renovation to charitable organizations. Caesars Entertainment donated more than 2,000 rooms of furniture from Bally's Las Vegas – more than \$1.1 million in estimated value – to Habitat for Humanity Las Vegas, hurricane relief efforts in Houston, Texas, and other non-profit agencies.

Bally's Las Vegas rooms are oversized in comparison to most hotel rooms on the Las Vegas Strip, with standard rooms measuring approximately 450 square feet and suites spanning more than 3,000 square feet. Centrally-located Bally's Las Vegas is steps away from various Las Vegas landmarks and attractions and is a stop on the Las Vegas Monorail line.

Design highlights of the renovated guest rooms and suites include the following:

Resort Room: Measuring more than 440 square feet, the new Resort Room offers one king or two queen pillowtop beds, chocolate brown lounge furniture and a 55-inch flat-screen TV. Additional amenities include an upgraded bathroom with a backlit mirror and rain shower.

Resort Studio Suite: The new 590-square-foot Resort Studio Suite features one king or two queen pillowtop beds, a wet bar and an additional sitting area. Guests can also enjoy a 55-inch flat-screen TV and an upgraded bathroom.

Resort Executive Suite: Measuring 650 square feet, the new Resort Executive suite includes one king pillowtop bed, a comfortable living area and a 65-inch flat-screen TV. Guests can relax in this suite's unique soaking tub located in the middle of the room, just a few steps away from the bed. The redesigned bathroom also features a free-standing shower and two vanities with sinks.

Resort Premium Suite: The new one-bedroom, 1,500-square-foot Resort Premium Suite features one king pillowtop bed, a unique soaking tub in the room, an upgraded bathroom and a 65-inch flat-screen TV. Perfect for entertaining, the separate living room offers a second 65-inch flat-screen TV, ample lounge seating, a six-seat dining table and a large wet bar with seating around an additional 55-inch flat-screen TV.

Resort Presidential Suite: The focal points of the new two-story Resort Presidential Suite are the towering staircase leading to a balcony and secluded bedroom and the floor-to-ceiling windows. The 890-square-foot, one-bedroom suite includes a wet bar, a dining area and a living room on the first floor, along with the option to upgrade to up to four bedrooms.

The new Resort Tower suites are part of the Caesars Suites program, where guests can conveniently book more than 2,000 suites and villas within Caesars Entertainment's Las Vegas portfolio on one comprehensive website, caesarssuites.com.

Bally's Las Vegas

Bally's Las Vegas is located on the center of the world-renowned Las Vegas Strip, across from Caesars Palace and next to Paris Las Vegas. The 44-acre resort consists of two 26-story hotel towers including the new [Resort Tower](#) and offers more than 2,800 guestrooms, including 244 [suites](#). Bally's Las Vegas features highly acclaimed restaurants including BLT Steak and Sea Thai, as well as the famous Sterling Brunch, a relaxing pool oasis, a lavish spa and casino space featuring a poker room, 1,500 slot machines and a first-class Race & Sports Book known for its stadium-style seating and abundance of high-definition television screens. The iconic Jubilee Theater features the world's greatest award-winning magicians in the thrilling live stage show, Masters of Illusion. In the Windows Showroom, Las Vegas actor, singer, entertainer legend, Mr. Las Vegas, Wayne Newton

returns to the stage with his all-new and original production, "Wayne Newton: Up Close and Personal." Bally's Las Vegas is operated by Caesars Entertainment (NASDAQ: CZR). For more information, please visit ballyslasvegas.com or the Caesars Entertainment Las Vegas [media room](#). Find Bally's Las Vegas on [Facebook](#) and follow on [Twitter](#) and [Instagram](#).

Attachments

- [Ballys 2262A Premium Bedroom](#)
- [Ballys 2497A Presidential LivingRoom](#)

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