



## Caesars Entertainment Launches Caesars Rewards Loyalty Program

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### New Benefits Increase Member Access to Expanding Portfolio of Products and Destinations

LAS VEGAS, Jan. 30, 2019 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ: CZR), the world's most diversified casino-entertainment provider, will introduce "Caesars Rewards" as the next exciting evolution of its award-winning loyalty program effective Feb. 1, 2019. Harnessing the power and name recognition of the Caesars brand along with its expansive offerings, Caesars Rewards members will enjoy greater benefits and extra incentives as Caesars makes it easier than ever to experience more of its world-renowned global offerings spanning hospitality, entertainment, gaming and more.



# CAESARS ENTERTAINMENT®

Video asset can be downloaded [here](#).

"From the iconic Caesars Palace in Las Vegas and through many of our other properties, guests know the Caesars brand, and Caesars Rewards helps us strengthen that connection across our global network," said Mark Frissora, Caesars Entertainment President and Chief Executive Officer. "Uniting all of our destinations under the Caesars brand through this program, Caesars Rewards is a powerful engine that connects our members to the full Caesars empire and everything it has to offer—particularly as we continue expanding our products and global footprint."

With more than 55 million members worldwide, Caesars Rewards, previously known as Total Rewards, is one of the largest and most acclaimed loyalty programs in the world. The new program leverages the premium Caesars brand to better connect Caesars' elevated standard and prestige with the company's global destinations. Known for delivering bold, vibrant and distinctive guest experiences, this enhances the profile of all Caesars properties and ushers in the extension of its iconic brands to gateway cities around the world.

Through the new Caesars Rewards loyalty program, members will have access to new ways to earn complimentary hotel stays, including international stays at Caesars' newest luxury resorts in Dubai. Members will also have new access to special events such as private New Year's Eve parties throughout the U.S., golf outings with celebrities, famed sporting events and much more through Caesars Rewards partners.

Additionally, both gaming and hospitality Caesars Rewards members earn credits through slot and table play, hotel stays, dining, entertainment purchases, shopping, spa treatments, golf and much more that can be redeemed for even more of their favorite experiences and amenities at more than 45 Caesars resorts and casinos around the world.

All Total Rewards members will be automatically transitioned to Caesars Rewards on Feb. 1. Caesars Rewards will feature the same membership tiers as the previous program (Gold, Platinum, Diamond and Seven Stars) and tier earning criteria. Members can pick up their new Caesars Rewards cards at any Caesars Rewards Center beginning Feb. 1.

In the coming months, all Total Rewards-branded programs will also transition to Caesars Rewards. Caesars' mobile app, Play by TR, will become "Caesars Rewards Mobile App" in mid-February, and Caesars Rewards Visa, Caesars Rewards Live Events and others will follow.

For more information about Caesars Rewards, visit [www.caesars.com/myrewards](http://www.caesars.com/myrewards).

#### About Caesars Entertainment Corporation

Caesars Entertainment is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Since its beginning in Reno, Nevada, in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars

Entertainment's portfolio also includes the Caesars Entertainment UK family of casinos. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars Entertainment is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit, visit [www.caesars.com/corporate](http://www.caesars.com/corporate).

# CAESARS REWARDS

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