



Caesars Entertainment Celebrates Completion of \$435M Transformation of Caesars New Orleans

Oct 23, 2024

The resort commemorated the occasion New Orleans-Style with a jazz band, Caesar, the Saints Cheer Krewe and more

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NEW ORLEANS--(BUSINESS WIRE)--Oct. 23, 2024-- Caesars Entertainment celebrated the completion of its \$435 million transformation of Harrah's to Caesars New Orleans on Tuesday, Oct. 22. The raucous event began outside of the casino on Canal St. with a ceremony led by Caesars Entertainment CEO Tom Reeg, Caesars Entertainment President & COO Anthony Carano and Caesars New Orleans General Manager, Samir Mowad, where they, alongside Caesar, joined an iconic New Orleans second-line band in a procession into the casino. Caesars New Orleans Team Members and Mayor Latoya Cantrell joined the celebration to commemorate the historic occasion.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241023737500/en/>



Grand Opening of Caesars New Orleans - Credit Caesars Entertainment

partner, Chef Nobu, to the beautiful state-of-the-art Caesars Sportsbook, all-new rooms and gaming floor, and of course, our gorgeous new center bar, Octavia, Caesars New Orleans offers something for everyone. It's a world-class resort in the heart of the Big Easy and we can't wait for our guests to experience it."

The ceremony kicked off with an iconic Mardi Gras float featuring Caesar and his court and a firework show to officially welcome Caesars to New Orleans. Following the ceremony, the second-line band led revelers into the resort's elegant center bar, Octavia, where partygoers enjoyed a "Taste of Caesars New Orleans" featuring bites from all six restaurants at the property. Elemental entertainers performed throughout the room, including the Saints Cheer Krewe, Mardi Gras Indians, Zulu Tramps and showgirls, treating guests to an authentic Big Easy experience.

"This year marks 25 years since we opened in New Orleans and the completion of this project is the perfect way to usher in a new era with Caesars," said Samir Mowad, SVP and GM of Caesars New Orleans. "Synonymous with the Caesars name, our new resort is pure elegance and we're excited to introduce a luxury brand like this to New Orleans. We are extremely grateful for the support of the community, our Team Members and our guests as we come to the finish line of this tremendous transformation."

As the area's only land-based casino, Caesars New Orleans offers guests the full Caesars experience. Now boasting nearly 800 hotel rooms between its two hotel towers – the new Caesars Tower and the original hotel tower on Poydras Street – guests can stay and play in luxury. The destination provides an extensive gaming experience with more than 150,000 square feet of upgraded gaming and dining space featuring more than 1,300 slot machines, 120 table games, a 20-table World Series of Poker Room®, three outdoor gaming courtyards and a 5,700-square-foot state-of-the-art Caesars Sportsbook. Additionally, the property offers a bevy of culinary experiences, including Louisiana's first Nobu, Emeril's Brasserie by local favorite Emeril Lagasse, a celebrity-driven food hall featuring options by Bobby Flay, Buddy Valastro and Nina Compton and the new luxurious center bar dubbed Octavia.

For more information about Caesars New Orleans, please visit <https://www.caesars.com/caesars-new-orleans>.

About Caesars New Orleans

Caesars New Orleans, originally opened as Harrah's New Orleans Casino in October 1999, is located on Canal Street in the heart of downtown New Orleans, steps away from The French Quarter. As the area's only land-based casino, it offers an extensive gaming experience with over 151,400 square feet of gaming and dining space. The casino features more than 1,300 slot machines, 120 table games, a 20-table World Series of Poker Room and three outdoor gaming courtyards. In addition, the resort offers a 5,700-square-foot Caesars Sportsbook, a celebrity chef food hall, Emeril's Brasserie, and Nobu.

The destination also includes a luxury hotel component. In 2006, the original 450-room hotel opened on Poydras Street adjacent to the casino. Following a \$435 million renovation, Caesars New Orleans now boasts a new 340-room hotel tower, a two-floor, 54-room Nobu Hotel, and a 13,500 sq. ft. bar and lounge named Octavia, connecting the hotel tower and the casino. Caesars New Orleans is part of Caesars Entertainment, Inc.

For more information, please visit <https://www.caesars.com/caesars-new-orleans>.

About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment company in the US and one of the world's most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars®, Harrah's®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the company

focuses on building value with its guests through a unique combination of impeccable service, operational excellence, and technology leadership. Caesars is committed to its employees, suppliers, communities, and the environment through its PEOPLE PLANET PLAY framework. To review our latest CSR report, please visit www.caesars.com/corporate-social-responsibility/csr-reports. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-522-4700. For more information, please visit www.caesars.com/corporate. If you think you or someone you care about may have a gambling problem, call 1-877-770-STOP (1-877-770-7867).

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