



May 26, 2016

Caesars Entertainment CEO Mark Frissora Addresses Innovation in Gaming at East Coast Gaming Congress

ATLANTIC CITY, N.J., May 26, 2016 /PRNewswire/ -- Caesars Entertainment Corporation (Nasdaq: CZR) Chief Executive Officer Mark Frissora today addressed the importance of innovation for the ongoing prosperity and growth of the domestic and international gaming business in his remarks at the annual East Coast Gaming Congress.



CAESARS ENTERTAINMENT®

"It's clear that the opportunity for gaming innovation is tremendous, and I believe there will be a market for exciting new games," Frissora told the crowd of gaming industry leaders and regulators gathered at Caesars Entertainment's Waterfront Conference Center at Harrah's Resort Atlantic City. "Gaming manufacturers, operators and regulators all have pivotal roles in figuring out how we will appeal to and shape the gaming desires of millennials and baby boomers."

Frissora noted the substantial progress that Caesars Entertainment and other operators have made in attracting younger customers to enjoy leisure and hospitality offerings at casino resorts, but suggested that there is more to do to keep these customers engaged in the gaming experience. Research shows that both younger customers and core slot players want skill-based, dynamic and social experiences.

Caesars Entertainment has begun to develop a "casino within a casino" concept that better integrates gaming and hospitality and encourages customers to visit and experience these services as a group. Caesars is investing in enhancing and enriching the customer experience through social and mobile technology. Caesars has already implemented this technology in many of its properties and will continue to deploy technology to create the customer experience of the future.

Frissora also addressed the opportunity to further stimulate growth in the Atlantic City meetings market through the addition of more meeting space to complement the Harrah's Waterfront Conference Center and the Atlantic City Convention Center.

About Caesars Entertainment Corporation

Caesars Entertainment Corporation (CEC) is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. CEC is mainly comprised of the following three entities: the majority owned operating subsidiary Caesars Entertainment Operating Company, wholly owned Caesars Entertainment Resort Properties and Caesars Growth Properties, in which we hold a variable economic interest. Since its beginning in Reno, Nevada, 75 years ago, CEC has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 49 casinos in 13 U.S. states and five countries. CEC's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. CEC's portfolio also includes the London Clubs International

Limited family of casinos. CEC 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. CEC 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 www.caesars.com.

Logo - <http://photos.prnewswire.com/prnh/20120607/LA21221LOGO>

Source: Ceasars Entertainment Corporation

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/caesars-entertainment-ceo-mark-frissora-addresses-innovation-in-gaming-at-east-coast-gaming-congress-300275660.html>

SOURCE Caesars Entertainment Corporation

Related Resources:

[New Caesars CEO 'shocked' gaming industry doesn't do more to lure Millennials](#)

[New Caesars boss 'shocked' by gaming's 'lack of innovation' to attract millennials](#)

[Putting it all on grey](#)

[Leading in the 21st century: An Interview with Hertz CEO Mark Frissora](#)

News Provided by Acquire Media