



Gary Thompson – Media
Caesars Entertainment Corporation
(702) 407-6529

Jacqueline Beato – Investors
Caesars Entertainment Corporation
(702) 407-6131

**Caesars Entertainment Executive To Present
At Imperial Capital Global Opportunities Conference**

LAS VEGAS – October 6, 2011– Caesars Entertainment Corporation Senior Vice President and Chief Financial Officer Jonathan S. Halkyard will speak today at Imperial Capital's fifth annual Global Opportunities Conference in New York City. A webcast of Halkyard's presentation can be accessed at <http://www.wsw.com/webcast/imperial8/>.

Caesars Entertainment Corporation is the world's most geographically diversified casino-entertainment company. Since its beginning in Reno, Nevada, more than 73 years ago, Caesars has grown through development of new resorts, expansions and acquisitions and now operates casinos on four continents. The company's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Caesars 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. We are committed to environmental sustainability and energy conservation and recognize the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.