



August 26, 2014

Horseshoe Casino Baltimore Opens Tonight

City-integrated casino set to serve as region's premier gaming destination

BALTIMORE, Aug. 26, 2014 /PRNewswire/ -- Horseshoe Casino Baltimore officially welcomes its first guests tonight when the casino opens its doors to the public at 9 p.m. The dynamic gaming entertainment complex pairs the best of Las Vegas-style gaming with unique amenities and local influences to create a casino experience that is unique to Charm City.



Controlled by Caesars Growth Partners, LLC, a joint venture between Caesars Acquisition Company (NASDAQ: CACQ), and Caesars Entertainment Corporation (NASDAQ: CZR), Horseshoe Casino Baltimore is designed to extend the city's tourism district south from the famed Inner Harbor and neighboring sports venues M&T Bank Stadium and Oriole Park at Camden Yards. The casino development is fully integrated within the surrounding area and will maximize connectivity with existing hospitality operators as well as other cultural and nightlife attractions. The casino site was selected by the State and the City to foster economic growth and create new jobs while expanding Baltimore's diverse entertainment offerings.

Horseshoe Casino Baltimore will benefit from the wealth of experience in gaming, entertainment and urban renewal brought by Caesars Entertainment, the manager of the property, as well as Rock Gaming LLC, a major partner in the project. Specializing in the creation of city-integrated casino developments, this project marks the fourth venture between the partners following the openings of Horseshoe Casino Cleveland (2012), Horseshoe Casino Cincinnati (2013) and ThistleDown Racino (2013).

"Horseshoe Casino Baltimore is well-positioned to serve the approximately one million members of our Total Rewards loyalty program who live in the Baltimore-Washington metropolitan area and introduce the Horseshoe brand to new guests," said Gary Loveman, chairman, chief executive officer and president of Caesars Entertainment.

"We are proud to open a gaming-entertainment resort that embodies the city-integrated concept, which complements features of the surrounding area and other local businesses and attractions to create an experience that is unique to this location," Loveman said. "The Total Rewards network and World Series of Poker position Horseshoe Casino Baltimore to serve as the region's premier gaming destination and a catalyst for economic development. We are confident our guests will respond just as enthusiastically to this offering as we are to bring them the experience."

Horseshoe Casino Baltimore boasts more than just world-class gaming amenities. In addition to the more than 2,500 slots, 100 table games and World Series of Poker® room the entertainment complex features a variety of nightlife options such as 14forty, a 24 hour multi-level entertainment venue, and signature restaurants from celebrity chefs Guy Fieri, Aaron Sanchez and John Besh.

"Horseshoe Casino Baltimore is designed for today's modern entertainment seeker," said Mitch Garber, CEO of Caesars Acquisition Company. "This multi-level, multi-sensory entertainment experience is unlike any other casino experience found in the region and is exactly the type of growth asset Caesars Growth Partners was formed to pursue."

Horseshoe Casino Baltimore is expected to draw visitors from across the region and further fuel Baltimore's flourishing tourism industry. Already the development has created an economic windfall for the city, creating approximately 2,000 construction jobs and 1,700 permanent positions. More than 50 percent of the casino's 1,700 new hires are from the greater Baltimore area.

"After more than two years of planning, collaboration and construction, we are thrilled to host our grand opening event this evening," said Horseshoe Casino Baltimore Senior Vice President and General Manager Chad Barnhill. "The Baltimore community has opened their arms wide to us and been incredibly welcoming. We are eager to return the favor. We have created a world-class casino for Charm City and we cannot wait to share our new home with the community."

A star-studded private grand opening event with a who's who list of Baltimore's most influential citizens is planned for this evening. The casino will open its doors to the general public at 9 p.m. Following the attraction's grand opening, Horseshoe Casino Baltimore will remain open to guests 24 hours a day.

About Horseshoe Casino Baltimore

Horseshoe Casino Baltimore, developed by CBAC Borrower, LLC, is located along Russell Street on Baltimore's south side. As a city-integrated casino, it is designed to maximize connectivity with existing hospitality operators, neighboring sports venues M&T Bank Stadium and Oriole Park at Camden Yards, and the city's famed Inner Harbor. Opened in August 2014, the casino will employ 1,700 team members and house 2,500 video lottery terminals, 100 table games and a 25-table World Series of Poker-branded poker room amid 122,000 square feet of gaming space. CBAC Borrower, LLC is controlled by Caesars Growth Partners, LLC (CGP), a joint venture between Caesars Entertainment Corporation and Caesars Acquisition Company, together with a world-class consortium of partners consisting of Rock Gaming LLC; CVPR Gaming Holdings, LLC; STRON-MD and PRT TWO, LLC boasting unmatched expertise and a proven track record in gaming development and operations, entertainment, capital management and urban development and renewal. Horseshoe Baltimore is managed by a subsidiary of Caesars Entertainment Corporation.

About Caesars Entertainment

Caesars Entertainment Corporation 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, 75 years ago, Caesars has grown through development of new resorts, expansions and acquisitions and now operates casinos on three continents. The Company's resorts operate primarily under the Caesars[®], Harrah's[®] and Horseshoe[®] brand names. Caesars also owns 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. The Company 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.

About Caesars Acquisition Company

Caesars Growth Partners, LLC is a casino asset and entertainment company focused on acquiring and developing a portfolio of high-growth operating assets and equity and debt investments in the gaming and interactive entertainment industries. Through its two businesses - Interactive Entertainment and Casino Properties and Developments - Caesars Growth Partners focuses on acquiring or developing assets with strong value creation potential and leveraging interactive technology with its well-known online and mobile game portfolio and leading brands. Assets include Caesars Interactive Entertainment (with its social and mobile games, the World Series of Poker and regulated online real-money gaming businesses), Planet Hollywood, Bally's Las Vegas, The Cromwell, The Quad Resort & Casino, Harrah's New Orleans and Horseshoe Baltimore (currently being developed by a joint venture). Through its relationship with Caesars Entertainment, Caesars Growth Partners has the ability to access Caesars Entertainment's proven management expertise, brand equity, Total Rewards loyalty program and structural synergies. For more information, please visit www.caesarsacquisitioncompany.com.

Photo - <http://photos.prnewswire.com/prnh/20140826/139941>

SOURCE Caesars Entertainment

News Provided by Acquire Media