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**Caesars Entertainment Executive To Present**  
**At Bank of America Merrill Lynch Gaming Conference**

LAS VEGAS – January 11, 2011– Caesars Entertainment Corporation Senior Vice President and Chief Financial Officer Jonathan S. Halkyard will speak today at the 2001 Bank of America Merrill Lynch Gaming Conference in Las Vegas. His presentation can be accessed in the Investor Relations section of [www.caesars.com](http://www.caesars.com).

Caesars Entertainment Corporation is the world's largest 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](http://www.caesars.com).