



## Caesars Entertainment Expands Presence to India

**LAS VEGAS** – August 16, 2011 – Caesars Entertainment Corporation today announced that Caesars Global Life, the recently created unit to develop branded luxury hotels, restaurants and other lifestyle amenities in resort destinations around the world, is expanding its presence to India.

Through Caesars Global Life, Caesars Entertainment, the world's largest provider of branded casino entertainment, will develop its non-gaming presence and build a range of luxury hotels in South Asia, with entertainment and retail as integral components.

“Caesars is a globally recognized iconic luxury brand and we are thrilled to bring the Caesars lifestyle to India,” said Neera Chanani, South Asia Head of Caesars Entertainment Hospitality. “We see exciting opportunities across multiple sectors in India and look forward to partnering with world class developers.”

The company plans to launch multiple brands from its portfolio in addition to a new lifestyle brand that is in development. Caesars will be focusing on major top tier cities as well as resort and holiday destinations.

### **About Caesars Entertainment:**

Caesars Entertainment Corporation is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 73 years ago, Caesars has grown through development of new properties, expansions and acquisitions, and now operates casinos on four continents. The company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Caesars Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. For more information, please visit [www.caesars.com](http://www.caesars.com).

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