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Harrah's Atlantic City Waterfront Conference Center Attracts New Business To Atlantic City

Harrah's Waterfront Conference Center nearly doubles its meetings bookings since opening in September

ATLANTIC CITY, N.J., April 14, 2016 /PRNewswire/ -- Since its grand opening six months ago, the Harrah's Atlantic City Waterfront Conference Center has nearly doubled its booked meetings and conventions through 2019 and expects to bring nearly 300,000 conference attendees to Atlantic City. Total room nights booked are currently at almost 200,000 - up from 140,000 in September 2015. Harrah's Atlantic City is an indirect subsidiary of Caesars Entertainment Corporation (NASDAQ: CZR).



"In a short period of time, the Waterfront Conference Center has accomplished more than we ever hoped for when we first opened the doors," said Michael Massari, Caesars Entertainment's Senior Vice President of National Meetings and Events. "This facility has finally given meeting planners an option in the Northeast with the large space, flexibility and functionality necessary to elevate the quality of their meetings. The Waterfront Conference Center has filled a void in the market and put Atlantic City on the map as a premier destination for meetings and conventions."

In September 2015, the Waterfront Conference Center, which includes more than 100,000 square feet of conference space within a 2,590 room hotel, promised to attract a new type of customer to the city and significantly increase hotel occupancy throughout the year. Today, the conference center is attracting companies to hold their meetings in Atlantic City from other top meetings and conventions destinations across the United States, and giving them a new reason to choose Atlantic City.

"We are seeing organizations that typically book in convention destinations like Orlando and Las Vegas now considering and coming to Atlantic City as a result of the Harrah's Waterfront Conference Center," said Jim Wood, president and CEO of Meet AC. "This validates the center as not only a major player in the Northeast, but in the national meetings business."

In addition to new business, several companies are already rebooking after holding their first conference in Atlantic City in 2015. The center is responding to this high demand by continuing to evolve and expand its already state-of-the-art offerings, which includes the recent additions of an executive boardroom and a Business Center.

"We heard a lot of excitement around the Waterfront Conference Center when it opened, and we're really excited to see that

translate into bookings that bring new customers to Atlantic City," said Massari. "I'm confident that the Waterfront Conference Center will continue to be a game-changer for the meetings industry, grow non-gaming revenue and breathe new life into Atlantic City."

About Meetings and Events at Caesars Entertainment

Caesars Entertainment offers meeting and event planners one dedicated team, united nationwide, committed to providing the most successful meeting experiences possible. With one call or email, planners have access to 40 properties in 20 unique destinations, with 1.9 million sq. ft. of meeting space and more than 42,000 guest rooms. Mix and match properties and venues within a destination under a single contract and minimum. Enjoy elite perks, rewards and privileges with our Total Rewards Meeting Diamond Program. For more information, please visit www.CaesarsMeansBusiness.com.

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 50 casinos in 13 U.S. states and five countries. The Company's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. CEC's portfolio also includes the London Clubs International 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. 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.

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This release includes "forward-looking statements" intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations and projections about future events.

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- | the effects of local and national economic, credit, and capital market conditions on the economy, in general, and on the gaming industry, in particular;
- | the ability of the Company's customer-tracking, customer loyalty, and yield-management programs to continue to increase customer loyalty and same-store or hotel sales;
- | changes in laws, including increased tax rates, smoking bans, regulations or accounting standards, third-party relations and approvals, and decisions, disciplines, and fines of courts, regulators, and governmental bodies;
- | the effects of competition, including locations of competitors and operating and market competition;
- | zoning issues, environmental restrictions, soil and water conditions, weather and other hazards, site access matters, and building permit issues;
- | judicial and governmental body actions, including gaming legislative action, referenda, regulatory disciplinary actions, and fines and taxation; and
- | acts of war or terrorist incidents, severe weather conditions, uprisings, or natural disasters;

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