



Caesars Entertainment Announces Commitment To Achieve Gender Equality In Management By 2025

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LAS VEGAS, Nov. 17, 2017 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ: CZR, "Caesars") the world's most diversified casino-entertainment provider, today announced a commitment to achieve gender equality among its leadership ranks by 2025. In support of this effort, Caesars will work with the [Billie Jean King Leadership Initiative](#) (BJKLI) as part of this enhanced commitment to ensure workplace fairness and continue to foster an environment that promotes diversity and inclusion.

Caesars Entertainment CEO Mark Frissora is joined on stage by Billie Jean King and Caesars Executive Vice President Jan Jones Blackhurst to announce the company's com

"Caesars is focused on being vigilant about workplace fairness and is dedicated to fostering an environment that promotes diversity and inclusion," Mr. Frissora said. "While we are proud of what we've accomplished to date - including last week's 100 percent score on the Human Rights Campaign 2018 Corporate Equality Index - we recognize that we can - and we must - do more.

BJKLI is a non-profit endeavor founded in 2014 by social justice pioneer and sports icon Billie Jean King to promote equality and inclusion in the workplace by inspiring future leaders and motivating those in positions of power to challenge the status quo.

"We commend Mark Frissora and the Caesars organization for taking this very significant step towards ensuring that Caesars is an equal and inclusive environment where every team member is valued for being their authentic self," said Billie Jean King. "We are excited to support Caesars and be a part of their solution as they work to realize this new commitment."

Caesars is undertaking a number of initiatives focused on enhancing the Company's commitment to creating an environment in which all employees are treated fairly and are part of a company that values them and their contribution to this organization. Among the new initiatives Caesars will be implementing is the creation of the Equality Council - a Taskforce including employees and external experts, implementing unconscious bias-training across all management teams and conducting surveys broadly across the company about diversity and inclusion.

"For years, Caesars Entertainment has been on the leading edge of progressive policies around human rights," said Jan Jones Blackhurst, Executive Vice President, Public Policy & Corporate Responsibility at Caesars. "As we move toward becoming an even stronger leader in championing diversity and equal rights, there is no greater partner to have than Billie Jean King and we are extremely proud to have the BJKLI as a partner to help guide, educate and challenge us along the way."

About Caesars Entertainment

Caesars Entertainment 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, in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 47 casinos in 13 U.S. states and five countries. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars Entertainment's portfolio also includes the Caesars Entertainment UK family of casinos. Caesars Entertainment 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. Caesars Entertainment 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 the Billie Jean King Leadership Initiative

BJKLI is a non-profit endeavor founded in 2014 by social justice pioneer and sports icon Billie Jean King to promote equality and inclusion in the workplace by inspiring future leaders and motivating those in positions of power to challenge the status quo. Members of the Billie Jean King Leadership Initiative Advisory Board include: Billie Jean King, Founder; Ilana Kloss, Co-founder; Paul Keary, Co-founder and COO, Teneo Holdings; Pablo Salame, Global Co-Head, Securities Division, Goldman Sachs; Christiane Amanpour, Chief International Correspondent, CNN; Jason Collins, Former NBA Player and Civil Rights Advocate; David Furnish, Chairman, Elton John AIDS Foundation and CEO, Rocket Entertainment Group; Maritza Gomez-Montiel, Former Vice Chairman and Deputy CEO of Deloitte; Sir Elton John; Jonathan Kraft, President, The Kraft Group; Robert McCann, Chairman, UBS Group Americas; Pat Mitchell, Founder and CEO, POW! Strategies and Executive Producer of TEDWomen; Robin Roberts, Anchor, ABC's Good Morning America; and Michael Strautmanis, VP of Civic Engagement for the Obama Foundation. For more information, please visit www.bjkli.org.

Caesars Entertainment Corporation logo.

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