



May 16, 2012

Caesars Entertainment Chairman Gary Loveman to Speak At East Coast Gaming Conference in Atlantic City

LAS VEGAS - May 16, 2012 - Caesars Entertainment Corporation (NASDAQ: CZR) Chairman, Chief Executive Officer and President Gary Loveman is scheduled to speak at the East Coast Gaming Conference in Atlantic City on Thursday, May 17.

Caesars Entertainment Corporation is the world's most geographically diversified casino-entertainment company. Since its beginning in Reno, Nevada, more than 74 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.

Gary Thompson - Media
Caesars Entertainment Corporation
(702) 407-6529

Jacqueline Beato - Investors
Caesars Entertainment Corporation
(702) 407-6131