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Caesars Entertainment Expands Responsible Meeting Initiatives

- New "Meetings for Good" Menu Provides Conference Attendees Opportunity to Engage in Local Communities as Integrated Part of their Event -

LAS VEGAS, May 23, 2016 /PRNewswire/ -- [Caesars Entertainment Corporation](#), (Nasdaq: CZR), the world's most diversified casino-entertainment provider, announced today that its Responsible Meetings (RM) group is expanding its robust service offerings with the release of a new "Meetings for Good" menu of community service opportunities at select properties.



The new "Meetings for Good" menu will promote stronger community engagement among Caesars-operated resorts, their meeting customers, and local non-profit organizations. Participating non-profits include organizations dedicated to seniors, environmental sustainability, education, health & wellness, deployed soldiers and veterans. A meetings customer seeking an eco-friendly team building experience, for example, could help Clean the World build hygiene kits for distribution to impoverished people to help reduce hygiene-related deaths.

"We strive to ensure that our clients hold outstanding meetings and events while also contributing economic, social, and environmental benefits to society at our meeting venue locations," said Jordan Clark, Vice President of Sales for Meetings & Events. "That's why it's important to us that our corporate citizenship efforts are embedded in our meetings offerings, allowing clients to reduce costs and meet responsibly."

The new menu builds upon an already comprehensive RM program, which includes a unique training and certification program. Customers can work with an on-site certified RM professional to designate an event as a Certified Responsible Meeting if it meets a list of environmentally-friendly choices such as organic meals, electronic signage, recycled meeting materials, and post-meeting environmental reports.

The catalyst for the new menu was increased interest from meeting planners for venues that provide opportunities to actively give back to local communities as an integrated part of an event. A study by Meeting Professionals International cites that 60 percent of meeting planners are more likely to book a venue with social impact benefits. The new "Meetings for Good" menu has been rolled out in Las Vegas, New Orleans and Atlantic City, and will be available in all other markets nationally later this year.

"We've received support from Caesars for the last 7 years as we've worked to build awareness of our mission to change the

perception of aging," said P.K. Beville, Founder and President of Second Wind Dreams. "We hope participation in the Responsible Meetings program will allow us to fulfill more dreams for one of our society's most vulnerable populations."

All Caesars-affiliated North America hotel properties have earned a Green Key Eco-Ratings by Green Key Global, the hospitality industry gold standard Green Key rating, in large part due to the company's RM achievements.

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 affiliated 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.

About Meetings and Events at Caesars Entertainment Corporation

Caesars Entertainment and related entities offer 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 nearly 40 affiliated properties in 20 unique destinations, with 1.5 million square feet 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.

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Source: Ceasars Entertainment Corporation

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