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Richard Broome Joins Caesars Entertainment to Lead Public Affairs and Communications

LAS VEGAS, Jan. 19, 2016 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ:CZR), the world's most diversified gaming and entertainment company, today announced the appointment of Richard Broome as Executive Vice President of Public Affairs and Communications.



In this role, Mr. Broome will lead all of Caesars' internal and external communications efforts, including those at the corporate center and the properties. Mr. Broome was previously Global Head of Corporate Affairs and Government Relations at Hertz.

Jan Jones Blackhurst will continue to oversee Government Relations and Corporate Responsibility. Mr. Broome and Ms. Jones Blackhurst both report to President and Chief Executive Officer Mark Frissora.

"As we set our sights on the next phase of growth for our company and continue to manage through the restructuring of CEOC, I am especially pleased to welcome Rich to the team," said Mr. Frissora. "Rich will help bring together the communicators across our company to deliver a consistent and relevant message to our customers, colleagues, partners and investors.

"Rich's appointment will allow Jan to devote more of her time to advancing our various government relations and corporate responsibility efforts," Mr. Frissora said. "Jan contributes tirelessly to Caesars, and her continued leadership on these initiatives is important to our continued success there."

About Caesars Entertainment

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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