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Caesars Entertainment Partners with American Gaming Association To Recognize Responsible Gaming Education Week, Aug. 1-5, 2016

To Strengthen Our Commitment to Responsible Gaming, in 2015 Caesars trained 45,000 Employees on Responsible Gaming Practices

LAS VEGAS, Aug. 2, 2016 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ:CZR) is proud to partner with the American Gaming Association (AGA) and other AGA member companies to celebrate the 19th annual Responsible Gaming Education Week (RGEW) taking place Aug. 1 - 5, 2016.



Caesars' Responsible Gaming program includes research, innovative technology and providing practical tools and comprehensive training for its entire team. Caesars has nearly 800 Responsible Gaming Ambassadors at its properties around the country who are specially trained to have conversations with customers that express a concern about their or a loved one's gaming activity. In 2015, 45,000 employees received responsible gaming training.

"Caesars, then named Harrah's, established the gaming industry's first responsible gaming efforts more than 25 years ago," said Jan Jones Blackhurst, Executive Vice President of Government Relations and Corporate Responsibility. "Today, Caesars continues to be the casino industry's chief advocate for promoting responsible gaming through our constant efforts to train and retrain employees, and provide our guests the resources they may need to identify a problem and access services."

During this important week, the Caesars Entertainment family of companies will observe Responsible Gaming Education Week by administering Responsible Gaming annual refresher training to employees, reinvigorating the company's steadfast commitment to Responsible Gaming.

In addition to our employee training programs, Caesars provides its guests with resources they can use year-round. These tools include a toll-free helpline number for problem gambling which is displayed on gaming advertisement materials, Responsible Gaming brochures, and signage located throughout our casino floor, as well as the use of educational materials that encourage guests to budget time and the amount of money they want to spend prior to stepping foot on the casino floor. Caesars also offers a nationwide self-exclusion program that allows customers to ban themselves from playing at our land based casinos and online gambling sites.

During RGEW, Caesars Entertainment's family of casino resorts will deliver additional responsible gaming training to employees to reinforce their knowledge of the company's responsible gaming policies and resources. Employees also will be asked to consider how they can share their knowledge to help guests, employees, and the public understand the importance of gambling responsibly.

This week and every week, Caesars encourages employees to ensure customers play responsibly, and that responsible gaming is a year-round commitment.

ABOUT CAESARS

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: wholly owned Caesars Entertainment Resort Properties ("CERP"), Caesars Growth Partners, LLC ("CGP LLC"), in which we hold a variable economic interest, and the majority owned operating subsidiary Caesars Entertainment Operating Company ("CEOC") (which was deconsolidated effective January 15, 2015 due to its bankruptcy filing). Since its beginning in Reno, Nevada, 77 years ago, CEC has grown through development of new resorts, expansions and acquisitions. The Caesars Entertainment portfolio of properties now operates 49 casinos in 14 U.S. states and five countries. CERP and CGP LLC operate a total of 12 casinos. CEC's affiliated resorts operate primarily under the Caesars®, Harrah's®, and Horseshoe® brand names. CEOC's portfolio also includes the Caesars Entertainment UK (formerly 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. CEC 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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