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Caesars Entertainment's Total Rewards Loyalty Program Receives the Only Loyalty Award Determined by Members of the Loyalty Industry

~ Company Receives Master of Enterprise Loyalty Award from COLLOQUY

LAS VEGAS, Sept. 18, 2012 /PRNewswire/ -- Caesars Entertainment Corporation (Nasdaq: CZR) today announced that, in recognition of its Total Rewards loyalty program, it has received COLLOQUY's Master of Enterprise Loyalty Award, the only loyalty award determined by members of the loyalty industry. COLLOQUY, the global research group of LoyaltyOne, a leader in the design and implementation of loyalty programs, grants this award each year to the company that best demonstrates how its Enterprise Loyalty strategy has been adopted and integrated across its enterprise, resulting in improved financial and/or customer performance, competitive advantage and longer term customer loyalty.

The Master of Enterprise Loyalty Award recipient was nominated by external audiences, rather than by the companies themselves, and the winner was determined by a jury of industry thought leaders. Caesars prevailed over other leading loyalty marketing companies across the globe to receive this prestigious award. According to COLLOQUY, the Master of Enterprise Loyalty Award is presented to the company that "has embraced a corporate-wide, holistic approach to using data to transform the consumer experience and improve both financial and customer performance."

"We are constantly looking for ways to innovate and improve our customers' experience. We are honored and excited to be recognized as a world leader in building loyalty with our valued guests," said Tariq Shaukat, executive vice president and chief marketing officer for Caesars Entertainment.

Total Rewards recognizes and rewards customers for all forms of entertainment spend at any of Caesars' casino, dining, retail, and entertainment venues nationwide. Through Total Rewards, members have access to the largest network of hotel and entertainment options in the gaming industry and are able to take advantage of exclusive access to unique experiences, amenities and benefits. Total Rewards' major resort brands include Caesars Palace, Horseshoe, Harrah's, Flamingo, Bally's and Planet Hollywood Resort and Casino.

In March 2012, Caesars expanded the program to allow enrolled customers to also receive rewards by shopping at any of the more than 500 major participating retailers nationwide, including Best Buy, Target, the Apple Store, Barnes & Nobles, Banana Republic, 1-800-FLOWERS and other merchants, that are accessible through the Total Rewards Marketplace. Total Rewards introduced several new benefits to enhance the program including preferred pricing at participating restaurants at every Caesars property and pre-sale access to show tickets. These and other improvements to the program demonstrate Total Rewards' ongoing commitment to finding new and meaningful ways to reward its members' loyalty.

For more information, visit TotalRewards.com.

About Caesars Entertainment

Caesars Entertainment is the world's most 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 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 recognize the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.

About COLLOQUY:

COLLOQUY comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. Owned by LoyaltyOne, COLLOQUY has served the loyalty-marketing industry since 1990 with over 45,000 global subscribers to its magazine and www.colloquy.com the most comprehensive loyalty web site in the world. COLLOQUY's

research division develops research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is a loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association and a content provider to the American Marketing Association. COLLOQUY also operates the COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.

About LoyaltyOne

LoyaltyOne is a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world.

LoyaltyOne's unparalleled track record delivering sustained business performance improvement for clients stems from its unique combination of hands-on practitioner experience and continuous thought leadership.

LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world's most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America's premier coalition loyalty program and a working partnership with Latin America's leading coalition program, dotz. LoyaltyOne is also the equity partner of Direxions, a loyalty pioneer headquartered in India and the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry. LoyaltyOne is an Alliance Data company.

For more information, visit www.loyalty.com.

SOURCE Caesars Entertainment Corporation

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