



Harrah's Entertainment Executive to Present at 2010 Wells Fargo Securities Gaming & Lodging Conference

LAS VEGAS – May 25, 2010 – Harrah's Entertainment, Inc. Vice President of Finance and Treasurer, pending receipt of all required approvals, Eric Hession will speak at the 2010 Wells Fargo Securities Gaming & Lodging Conference in Las Vegas May 26. The presentation will be webcast at <http://www.wsw.com/webcast/wa62/het/> and can be accessed after 12 noon PDT May 26 on the Investor Relations page of <http://www.harrahs.com/>.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now operates casinos on four continents. The company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names; Harrah's also owns the World Series of Poker® and a majority interest in the London Clubs International family of casinos. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. For more information, please visit <http://www.harrahs.com/>.

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