



November 29, 2016

Caesars Entertainment Announces Parking Program for Las Vegas Properties

New initiative will help ensure a convenient parking experience for all visitors while also improving infrastructure

LAS VEGAS, Nov. 29, 2016 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ: CZR) today announced that it will launch a paid valet and self-parking initiative intended to improve the parking experience for guests, local residents and Total Rewards loyalty program members at eight of its nine Las Vegas properties. The Rio All-Suite Hotel & Casino will not be included in this program and implementation dates will vary by location.



CAESARS ENTERTAINMENT®

"Our priority is to ensure that our hotel guests, local residents and Total Rewards loyalty members have an improved parking experience," said Bob Morse, President of Hospitality at Caesars Entertainment. "Guests who stay, game and shop at our resorts have said that parking spaces and valet services have become increasingly scarce, so we believe that implementing a paid parking program while also investing in LED parking guidance systems will help address these issues."

Local residents with proper identification and Total Rewards loyalty members rated Platinum and above will continue to self-park for free. Complimentary valet will also be available for all Total Rewards loyalty members rated Platinum and above.

Five properties will receive new parking guidance systems which will help guests easily identify occupied and unoccupied self-parking spaces. The five properties receiving the parking infrastructure improvements include Caesars Palace, Harrah's, Flamingo, Bally's and Paris.

The paid parking program will begin its phased-in approach in late December 2016 when the valet services at the LINQ and Harrah's properties switch over to a paid model. Self-parking at those two properties will remain free for the time being, until self-parking equipment is installed.

The rest of the Caesars Entertainment Las Vegas properties, excluding the Rio All-Suite Hotel & Casino, will be implementing a paid valet and self-parking program throughout the beginning of 2017.

Attached to this release is a copy of the valet pricing structure for each property as well as guidelines for short-term visitors, Nevada residents and registered hotel guests. For more detailed information, including answers to frequently asked questions, please visit <https://www.caesars.com/parking>

The Las Vegas properties include: Caesars Palace Las Vegas, Harrah's Las Vegas, Bally's Las Vegas, Flamingo Las Vegas, The Cromwell, The LINQ Hotel & Casino, The LINQ Promenade, Paris Las Vegas, Planet Hollywood Resort & Casino and Rio All-Suite Hotel & Casino.

About Caesars Entertainment Corporation

Caesars Entertainment Corporation (CEC) (Nasdaq: CZR) 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 49 casinos in 13 U.S. states and five countries. CEC's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. CEC's portfolio also includes the London Clubs International Limited 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.

Source: Caesars Entertainment Corporation

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