



In Celebration of Bally's 30th Birthday, Harrah's Entertainment Atlantic City Launches Virtually Free Rewarding Guests Nearly \$44,000,000 in Hotel Amenities

ATLANTIC CITY, N.J., March 17, 2010 /PRNewswire via COMTEX/ -- Harrah's Entertainment Atlantic City is thrilled to celebrate the 30th birthday of the legendary Bally's Atlantic City by offering guests a Virtually Free stay at all of their Atlantic City hotels. Harrah's Entertainment will be matching (and even exceeding!) the cost of rooms with various fun filled amenities, resulting in a total estimated \$44,000,000 in hotel services.

Virtually Free kicked off March 15th and will continue through the end of May, with rooms available every week Sunday through Thursday. The package can be applied to Bally's Atlantic City, Caesars Atlantic City, Harrah's Resort Atlantic City and Showboat Atlantic City. Amenities offered include entrance to the Caesars Qua Baths & Spa, access to pool and fitness center, valet parking and credit to enjoy some of the delectable and renowned restaurants on the hotel premises.

Harrah's Entertainment will be utilizing various channels of social media to inform and promote the *Virtually Free* package. Through the use of unique promotions only available on Facebook and Twitter, Harrah's Entertainment will be giving guests a chance to receive even greater amenity offerings and add-ons throughout the promotion.

"We are thrilled to be offering our loyal customers a visit to center Boardwalk in Atlantic City for Virtually Free in celebration of Bally's 30th birthday," said Joe Domenico, Senior Vice President and General Manager of Bally's and Caesars Atlantic City. "Bally's has been an iconic part of the Atlantic City landscape and we wanted to celebrate this landmark casino in a big way."

Bally's Atlantic City has become one of the most celebrated hotels in the country since its grand opening thirty years ago. The property, which has experienced uninterrupted success over the past thirty years, combines the elements of a great location and links to 'the old Atlantic City,' that existed on the land where Bally's now sits. Today, Bally's Atlantic City is a renowned casino resort, offering guests an extensive range of gaming options, an array of acclaimed restaurants for every type of taste, exquisite accommodations, a complete health club, a beach bar, the Grand Ballroom, convention and meeting facilities and entertainment, year-round.

For bookings and additional information, please visit www.VIRTUALLYFREEAC.com.

About Harrah's Entertainment, Inc.

Harrah's Entertainment, Inc. (NYSE: HET) is the world's largest provider of branded casino entertainment through its operating subsidiaries. Since its beginning in Reno, Nevada, nearly 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The company's properties operate primarily under the Harrah's, Caesars and Horseshoe brand names; Harrah's also owns 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.

SOURCE Harrah's Entertainment, Inc.