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Caesars Entertainment Sponsors Dartmouth Students On Big Green Bus Cross-Country Sustainability Tour

Seven Caesars regions and 17 properties will contribute fuel made from waste vegetable oil

LAS VEGAS, June 7, 2012 /PRNewswire/ -- For the second consecutive year, Caesars Entertainment Corporation (NASDAQ:CZR) is sponsoring Dartmouth College's Big Green Bus tour across America. The converted Greyhound bus, operated by students, will run on recycled waste vegetable oil (WVO) as it travels the country educating individuals on best sustainability practices.

The 11-week, 12,000-mile journey will take the 13 students across 24 states and will make refueling stops at Caesars resorts including Harrah's Cherokee Casino (June 26), Harrah's Tunica Casino (July 1), Harrah's New Orleans Casino (July 3), Harrah's Phoenix Ak-Chin Casino (July 14), Flamingo Las Vegas (July 19), Harrah's Lake Tahoe Casino (July 24), Harrah's North Kansas City Casino (August 30) and Thistledown Racetrack (September 3).

In 2011, Caesars Entertainment recycled 320,000 gallons of restaurant oil at its resorts and casinos nationwide with 144,000 gallons coming directly from restaurants on the Las Vegas Strip. The restaurant vegetable oil is recycled and reused at the resorts, or is removed and repurposed for use in biodiesel and other products. By providing WVO to the Big Green Bus, the company is helping reduce the vehicle's carbon emissions during its journey across America.

"Having Caesars Entertainment as a sponsor has given us great insight to its compelling sustainability practices," said Remington S. Franklin, Big Green Bus Communications Liaison. "We are on the bus to learn and spread what we learn and are very fortunate to have support from sustainability leaders like Caesars Entertainment."

Caesars Entertainment's Big Green Bus gold national sponsorship will enable this "classroom on wheels" to increase awareness about the importance of sustainable practices and incorporating conservation at home.

The bus will provide educational opportunities at each stop through stations including a tour of the bus, an interactive map telling stories of sustainability across the country, a demonstration of how individuals can build and shop for environmentally friendly products, a discussion about the energy cost of food, personal waste reduction and a stationary bicycle that powers a generator to light multiple energy efficient bulbs.

"This year, we are proud to increase our support of The Big Green Bus and its mission to educate communities around the country on climate change and environmental responsibility," said Gwen Migita, Vice President of Sustainability & Community Affairs for Caesars Entertainment. "Caesars is committed to support the classroom on wheels while engaging thousands of employees and the community in seven regions around the country."

CodeGreen seeks to make both positive environmental and social impacts while reducing water, energy and waste consumption at each of its more than 50 properties worldwide. By enabling efforts through thousands of employees, Caesars is increasing sustainability education with the Big Green Bus and serving as a catalyst for environmental change. Supporting the Big Green Bus is just one of hundreds of responsible green practice programs Caesars assists with at its resorts and in the communities it serves.

For additional information about the 2012 Big Green Bus tour, its crew and sponsors visit www.thebiggreenbus.org.

For additional information about Caesars Entertainment's sustainability efforts visit <http://www.caesars.com/corporate/environment-sustainability.html>.

About Caesars Entertainment Corporation Sustainability

Caesars Entertainment Corporation's resorts are committed to environmental sustainability — investing at a corporate level more than \$62 million on conservation projects that have reduced energy usage by more than 170 million kilowatt hours (kWh) and carbon emissions by 110,000 metric tons each year. One such investment is the use of solar and steam co-generation

facilities at the Rio All Suites Hotel & Casino, Harrah's Lake Tahoe and Showboat Atlantic City that capture waste heat and steam to create onsite energy, thereby decreasing demand for purchased electricity.

Caesars' nearly 70,000 employees drive its sustainability strategy, CodeGreen, through innovative environmentally responsible practices; implementing more than 110 large impact conservation projects to reduce water, energy and waste consumption at a corporate level. More than 200 of the company's employees have completed its Green Meetings & Events Certification training program, the only program of its kind in the industry. During the past eight years, CodeGreen programs have resulted in annual savings of 200 million gallons of water and 640,000 gallons of waste vegetable oil among other waste recycling efforts.

Caesars Entertainment's leadership in environmental stewardship and energy efficiency has earned the company more than 40 environmental awards and multiple Environmental Protection Agency (EPA) honors. Caesars has achieved "industry firsts" in transparency of impacts such as GRI protocol reporting and establishing aggressive carbon reduction goals around environmental and social metrics. For further information on Caesars' CodeGreen efforts and its sustainability report visit www.caesars.com/CodeGreen.

About Caesars Entertainment Corporation

Caesars Entertainment Corporation 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 Harrah's®, Caesars® 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 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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