



## Caesars Entertainment Launches Largest Promotion in Company History for Total Rewards Loyalty Program

### "Escape to Total Rewards" Promotion Kicks Off With Free, Simultaneous Cross-Country Concerts by the World's Most Diversified Casino-Entertainment Company

LAS VEGAS, March 1, 2012 /PRNewswire/ -- Caesars Entertainment today announced it will entertain millions with "**Escape to Total Rewards**," a series of simultaneous cross-country concert events with some of today's hottest musical acts, including **Maroon 5, Sean "Diddy" Combs, Mariah Carey, Cee Lo Green, Lil Wayne, Gavin DeGraw, Mary J. Blige** and **Sara Bareilles**.



(Logo: <http://photos.prnewswire.com/prnh/20120301/LA63313LOGO>)

The concerts were teased during the past three days with countdown clocks located at some of the most notable landmarks across the country and serve as the kick-off for "**Escape to Total Rewards**," a campaign that encourages travelers to escape from the mundane to create their own totally rewarding experiences. Fans from all over the country are encouraged to visit [PlotYourEscape.com](http://PlotYourEscape.com) for a chance to get tickets to the multi-city events.

When the clock strikes zero today at 9 p.m. EST, thousands will gather for the events in popular venues in Los Angeles, Chicago, New York City and New Orleans, while millions more can take in the action at home on a live stream at [PlotYourEscape.com](http://PlotYourEscape.com). The concerts celebrate Caesars Entertainment's Total Rewards (TR), the gaming industry's leading rewards membership program featuring the largest network of hotel and entertainment offerings. The simultaneous broadcast and live multi-faceted experience will encourage consumers to plot their escape and enter a whole new world of Total Rewards offerings.

#### Escape to Total Rewards Presents:

- **Los Angeles, Hollywood & Highland Center:** Host Cat Deeley ("*So You Think You Can Dance*") heats up the boulevard with Cee Lo Green ("*The Voice*") and Lil Wayne.
- **Chicago, Union Station:** E!'s Giuliana Rancic takes over the Great Hall with pop rock band Maroon 5, and larger-than-life indie tunes by Sara Bareilles.
- **New York, Gotham Hall:** Emcee Mel B keeps the crowd amped for performances by music mogul Sean "Diddy" Combs and Mariah Carey, the best-selling female artist of all time.
- **New Orleans, Woldenberg Park:** Maria Menounos gets the party going with soulful Mary J. Blige and rock artist Gavin DeGraw.

For more information on "Escape to Total Rewards" and the "Plot Your Escape" live stream, visit [www.PlotYourEscape.com](http://www.PlotYourEscape.com).

#### About Caesars Entertainment Corporation

Caesars Entertainment Corporation is the world's most geographically 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](http://www.caesars.com).