



Caesars Entertainment Chairman Appointed to President's Export Council

LAS VEGAS - February 22, 2011 - Gary Loveman, chairman, president and chief executive officer of Caesars Entertainment Corporation, has been appointed to the President's Export Council, the company announced today.

The President's Export Council is charged with providing advice to the White House on strategies to bolster U.S. exports. Loveman joins the chief executives of leading travel and hospitality businesses as council members focused on cultivating international visitation to the United States.

"I'm honored to be selected to work with the council in developing initiatives that will facilitate tourist travel to our country and, in so doing, simulate economic growth and job creation," Loveman said.

The President's Export Council is the principal national advisory committee on international trade. It advises the president of government policies and programs that affect U.S. trade performance, promotes export expansion and provides a forum for discussing and resolving trade-related problems among the business, industrial, agricultural, labor and government sectors.

Five U.S. senators, five Congressmen and 28 private-sector leaders, the secretaries of commerce, agriculture, energy, homeland security, labor, state and treasury, and the chairman of the Export-Import Bank of the U.S., the U.S. trade representative and the administrator of the Small Business Administration serve on the council.

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 Caesars®, Harrah's® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Caesars 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. We are committed to environmental sustainability and energy conservation and recognize the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.

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