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Caesars Entertainment Introduces Fly LINQ At The LINQ Promenade, The First Zipline Experience On The Las Vegas Strip

Renderings of the New Fly LINQ, Construction Scheduled for Completion in Late 2018

LAS VEGAS, Nov. 8, 2017 /PRNewswire/ -- Today, Caesars Entertainment Corporation (NASDAQ: CZR), owner of The LINQ Promenade, announced the intended addition of Fly LINQ, expected to be the first and only zipline on the Las Vegas Strip. Developed by the team behind the High Roller, the world's tallest observation wheel, the approximately \$20 million Fly LINQ features 10 side-by-side zip lines, capable of simultaneously launching all riders. The experience will be constructed on The LINQ Promenade, the open-air shopping, dining and entertainment district situated at the heart of the Las Vegas Strip. Construction is expected to begin in the spring of next year.



"Fly LINQ will further establish The LINQ Promenade as a must-visit destination, particularly for distinctive Las Vegas entertainment experiences," said Bob Morse, President of Hospitality, Caesars Entertainment Corporation. "This new experience will join The LINQ Promenade's growing number of thrilling and memorable entertainment, dining and retail options."

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Guests are expected to begin their ride experience by taking an elevator designed to provide open strip views from the Vortex at The LINQ Hotel & Casino to the top of the 122-foot-tall launch tower. After enjoying spectacular views of the Strip during the ascent, it is planned that guests will arrive on the launch deck, where queuing and gear-fitting will take place. Riders can choose to ride in either a "superman" or seated position.

From the launch tower, the ride continues eastward, traveling 1,080 feet above The LINQ Promenade. Riders disembark near the base of the High Roller. To remember their exhilarating experience, guests will be able to opt to purchase

professional photos—either individually or as a group—dressed in full flight gear and in mid-air.

Fly LINQ is expected to feature two automated gear retrieval lines that will keep queues moving quickly by swiftly returning gear back to the launch tower. In addition, it is planned to feature an innovative, custom-built automated ride system as well as best-in-class technology developed by global leaders in zipline construction.

Fly LINQ is being developed in conjunction with Xventure LV, LLC, a company built by hospitality and attractions industry veterans, delivering the most advanced thrill rides in the most exciting locations imaginable. Xventure specializes in high-capacity adventure rides situated in prime urban locations and Fly LINQ will be its most ambitious project to date. Xventure will lead the development and operations of Fly LINQ.

"Xventure is thrilled to work with Caesars Entertainment to give thrill seekers an adrenaline-packed experience in the center of the Las Vegas Strip," says Joey Paulos, principal and managing member of Xventure.

Fly LINQ will reunite many of the team members behind the development of the High Roller observation wheel, including Themed Development Management (TDM) as project manager. In addition to the High Roller, TDM's principals and executives have extensive experience in creating major theme parks and attractions.

ABOUT THE LINQ PROMENADE AND HIGH ROLLER

The LINQ Promenade, an open-air shopping, dining and entertainment district, anchored by the world's tallest observation wheel, the High Roller, has redefined the iconic Las Vegas skyline. Located at the heart of the world-famous Las Vegas Strip, The LINQ Promenade features more than 30 unique retail, dining and entertainment venues and plays host to a variety of special events, festivals and more. Topping out at 550 feet, the High Roller observation wheel, voted "Best Attraction of 2016" and "Best Amusement Ride of 2016" by the readers and editors of the *Las Vegas Review-Journal* and one of "Top 5 Trending U.S. Attractions" by TripAdvisor, is the focal point of the unique urban entertainment district. The High Roller's 28 glass-enclosed cabins feature an interactive experience including video and music that fade away to unveil spectacular views of Las Vegas in the 30 minutes it takes to complete one full revolution. Each cabin accommodates up to 40 people. Unique in-cabin experiences including the Happy Half Hour (for guests ages 21 and over and includes an open bar inside the cabin during the 30-minute ride); North America's first in-cabin Chocolate Tasting with Ethel M Chocolates and Yoga in the Sky (a 60-minute experience that can accommodate up to six guests per one-hour session). Cabins are also available for individual or group experiences. For more information, please visit TheLINQ.com or the Caesars Entertainment Las Vegas [media room](#). Find @LINQPromenade on [Facebook](#) and follow on [Twitter](#) and [Instagram](#).

About Caesars Entertainment Corporation

Caesars Entertainment is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Caesars Entertainment is mainly comprised of the following three entities: the wholly-owned operating subsidiaries CEOC, Caesars Entertainment Resort Properties, LLC and Caesars Growth Partners, LLC. Since its beginning in Reno, Nevada in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 47 casinos in 13 U.S. states and five countries. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars Entertainment's portfolio also includes 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 Entertainment 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

FORWARD LOOKING STATEMENT

This release includes "forward-looking statements" intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. You can identify these statements by the fact that they do not relate strictly to historical or current facts. These statements contain words such as "expected" and "plans" and "anticipate" or the negative or other variations thereof or comparable terminology. In particular, they include statements relating to, among other things, future actions and future performance, and future financial results of The LINQ Promenade. These forward-looking statements are based on current expectations and projections about future events.

You are cautioned that forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties that cannot be predicted or quantified and, consequently, the actual performance of The LINQ Promenade may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, but are not limited to, the following factors, as well as other factors described from time to time in our reports filed with the Securities and Exchange Commission (including the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" contained therein):

- | the effects of competition, including locations of competitors and operating and market competition;
- | the effects of local and national economic, credit and capital market conditions on the economy in general, and on the gaming, hospitality and hotel industries in particular;
- | the effects of environmental and structural building conditions relating to our properties; and
- | changes in laws, including increased tax rates, regulations, codes, ordinances or accounting standards, third-party relations and approvals, and decisions, disciplines and fines of courts, regulators and governmental bodies.

Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. The LINQ Promenade disclaims any obligation to update the forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated, or if no date is stated, as of the date of this press release.



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