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Caesars Entertainment Appoints Chris Holdren Chief Marketing Officer

LAS VEGAS, Oct. 23, 2017 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ: CZR) announced today that Chris Holdren has been appointed the company's Chief Marketing Officer, effective November 1, 2017. In this role, Mr. Holdren will be responsible for all of the company's marketing initiatives, including the advancement of the industry-leading Total Rewards loyalty network and Caesars Entertainment's portfolio of leading gaming and hospitality brands. Mr. Holdren will join the company's Senior Management Team and report to President and Chief Executive Officer, Mark Frissora.



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Mr. Holdren brings to Caesars more than two decades of diverse marketing experience, including, most recently, serving as Chief Marketing Officer of Handy, a high-growth technology startup. Prior to Handy, Mr. Holdren spent more than 15 years at Starwood Hotels & Resorts Worldwide where he helped drive the company's substantial growth and oversaw the company's award-winning loyalty and digital programs, insights and analytics, digital experiences and innovative partnerships. He previously held roles at The Walt Disney Company where he directed the creation of unique digital experiences for their properties, and Saban Entertainment where he also produced interactive content and had additional marketing responsibilities.

"Chris has broad marketing experience overseeing one of the best-known and most successful loyalty programs in the hospitality industry, as well as leading analytics, digital and partnerships. His experience will complement our efforts to further cement Caesars Entertainment's marketing leadership in the gaming and hospitality space," Mr. Frissora said. "I am also confident that Chris will be an excellent steward for our portfolio of brands and help drive new growth for the company by further leveraging our recent investments in technology to optimize our database and continue to deliver innovative guest experiences."

Holdren joins Caesars Entertainment as the company is pursuing new avenues of growth, including brand-licensing initiatives, new marketing initiatives and new development opportunities, among other things. The company is pursuing a balanced agenda of investment in growth, while maintaining operating discipline and focus on customer satisfaction and employee engagement.

"Caesars Entertainment is a world class organization that continues to curate innovative customer experiences from hospitality and gaming, to record-breaking entertainment and partnerships with celebrity chefs," Mr. Holdren said. "I am excited to join such a talented team and help lead the charge to grow the Caesars' brands globally, enhance customer engagement and drive the continued success of Total Rewards."

This appointment is subject to customary gaming regulatory approvals.

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, LLC, 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 Caesars Entertainment UK 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.

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