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**HARRAH'S ENTERTAINMENT CELEBRATES ENVIRONMENTAL ACHIEVEMENTS,
EXTENDS "CODEGREEN" STRATEGY TO DEEPEN COMPANY-WIDE IMPACTS**

*Harrah's has continued to achieve major reductions in energy and water use since
Earth Day 2008, winning a prestigious EPA Region Nine Award*

LAS VEGAS – April 22, 2009 – Harrah's Entertainment celebrates Earth Day 2009 with a broad range of sustainability achievements, and the development of a company-wide set of industry best practices and goals known as CodeGreen. CodeGreen aims to take the best innovations that emerge from employee teams at individual properties, and to systematize them enterprise-wide.

At the core of CodeGreen's strategy is an ambitious 18-month calendar of initiatives that aims to develop employee driven grassroots programs around a comprehensive approach, one that aims to dramatically reduce energy consumption, improve solid waste and recycling programs through good procurement practices, create a more sustainable supply chain, increase renewable energy supply, reduce carbon and other greenhouse gas emissions, and build strong partnerships with the EPA, carbon offset supplier Native Energy, and key nonprofit groups.

A handful of notable Harrah's CodeGreen achievements include:

- A 2008 EPA Region Two Environmental Quality Award, the highest public recognition the EPA presents;

- Leading the charge in “powering down” the world famous Las Vegas Strip for World Wildlife Fund’s Earth Hour on March 28th. Every Harrah’s Entertainment resort in Las Vegas participated as did 19 other Harrah’s casino resorts across the country.
- 100 “Green H.E.R.O.” employees throughout Nevada walked neighborhoods passing out 75,000 compact fluorescent bulbs to help residents become more energy efficient (light bulbs donated by Nevada Energy).
- Las Vegas resorts and the Harrah’s Foundation provided more than \$700,000 in funding to upgrade the Teacher EXCHANGE, a re-use resource center where Clark County public school teachers can obtain slightly used computers, office furniture, and supplies.
- Employees from Harrah’s and Horseshoe Council Bluffs, Iowa, donated trees. In the last ten years more than 10,000 trees have been distributed to neighbors.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The Company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names; Harrah's also owns the London Clubs International family of casinos and the World Series of Poker®. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Harrah's 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 <http://www.harrah.com>.