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HARRAH'S ENTERTAINMENT SPONSORS LAS VEGAS EARTH HOUR

Harrah's Entertainment Family Gets Ready to Power Down The Las Vegas Strip as a Demonstration of Commitment to Address Climate Change

LAS VEGAS – March 19, 2009 – Harrah's Entertainment, Inc., is proud to be a Las Vegas sponsor of the World Wildlife Fund's Earth Hour on March 28th at 8:30 p.m. when for the first time in history the world famous Las Vegas Strip will go dark for one hour. All of Harrah's Entertainment's Las Vegas properties, including Caesars Palace, Paris, Flamingo, Bally's, The Rio All Suites Hotel & Casino, Harrah's, Imperial Palace, and Bill's Gamblin' Hall and Saloon will turn off their marquees and other non-essential lighting as a symbol of our commitment to slowing the effects of climate change. It is anticipated that other business throughout Las Vegas will go dark as well.

"I'm proud to be part of the Harrah's Entertainment family because we have a shared passion and a commitment to our environment," said Donny Osmond. "We all need to do our part to slow climate change. I have personally made many changes to be more

eco-friendly, including driving a low-emissions car and doing simple things every day like making sure I turn the lights off."

"Earth Hour is an important demonstration to the world that Harrah's is serious about climate change," said Gary Loveman, chairman, CEO and president of Harrah's Entertainment. "We've won numerous awards for the many environmentally sustainable projects implemented across our portfolio of resorts. We stand alone in our industry as the only company to win an EPA Environmental Quality Award and the only gaming company to be named to the Dow Jones Global Sustainability Index and committed to the EPA's Climate Leaders program."

"What's particularly exciting to me is the extent to which this has been a bottom up effort. Our employees come up with new ideas to reduce our environmental footprint all the time. What we keep hearing is how much fun they have working with their colleagues to implement these on-going initiatives."

From coast-to-coast resorts in the Harrah's Entertainment portfolio are committed to environmental sustainability. In the past five years, over 100 conservation projects at Harrah's U.S. casino properties have reduced energy usage dramatically. The implemented programs annually reduce carbon dioxide emissions by 77,850 tons, the equivalent 164,443 barrels of oil. . A few highlights include:

- A newly redesigned laundry facility in Las Vegas which saves 75 million gallons of water annually, while increasing capacity by 40%.
- Throughout all properties, millions of light bulbs have been replaced with energy efficient lighting, saving more than 50 million kWh/year.

- Six restaurants throughout Harrah's Entertainment's Las Vegas resorts have installed new water filtration systems that eliminate the need for plastic water bottles.
- A steam turbine in Atlantic City Showboat generates electricity as a by-product of the normal steam production at the resort. The steam turbine reflects an annual savings of 2,283,041(kWh) and avoided emissions of 1,077,685lbs of CO₂, 1,377lbs of SO₂, and 535lbs of NO_x.
- In several properties, including: Caesars Palace, Paris Las Vegas, Rio All Suites Hotel & Casino, Showboat Atlantic City, heat recovery units are used to capture waste heat and use it to heat water for guest and other on-site uses.

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.harrahs.com>.