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## **HARRAH'S ENTERTAINMENT EARNS EPA ENVIRONMENTAL QUALITY AWARD**

LAS VEGAS – April 25, 2008 – Green is not just the color of money at Harrah's Entertainment, Inc. It's also the way the company operates.

Harrah's today became the first gaming corporation in the U.S. to receive an Environmental Quality Award, the highest recognition given by the U.S. Environmental Protection Agency's (EPA) Region Two. EPA's Region Two presents the award annually to organizations that have demonstrated an outstanding commitment to protecting and enhancing environmental quality in the Region Two sector, which includes New York, New Jersey, Puerto Rico, and the U.S. Virgin Islands. The EPA announced the award to Harrah's today at a ceremony in New York City.

Harrah's Entertainment operates four casinos in Atlantic City, including Bally's, Caesar's, Harrah's and Showboat. "We're so proud of our employees for their many suggestions and for their active participation and awareness engagement in our 'Go Green' campaign. They are directly responsible for helping us become the first gaming corporation ever to win this award,"

said J. Carlos Tolosa, Harrah's Eastern Division President. "This accomplishment underscores our continuing commitment to environmental sustainability."

"These exemplary environmental stewards have gone above and beyond for environmental change in local communities," said EPA Regional Administrator Alan J. Steinberg. "Let their extraordinary contributions remind us all that we can make our world a better place and that companies, individuals and organizations can inspire others and make a lasting difference."

Since 2002, Harrah's has made "green" improvements at all of its Atlantic City properties, by using more efficient lighting, non-toxic cleaning chemicals, thermostats that limit energy use, more efficient boilers, chillers and air handlers, and more eco-friendly refrigerants. With the direct involvement of its nearly 16,000 employees, Harrah's eliminated the equivalent of more than 94 million pounds of carbon dioxide annually. In addition, Harrah's recycles 50,000 gallons of cooking oil waste each year from its kitchens, uses waterless urinals that each save 30,000 gallons of water per year, annually recycles 1.6 million pounds of cardboard, and has eliminated 1.1 million polystyrene beverage cups. Harrah's also has purchased two hybrid vehicles to support local transportation requirements.

"We constantly review every facet of our business to see how we can conserve even more to have a positive impact on our environment, and at the same time provide our guests with a first-class experience," said Tolosa. "We are honored by this recognition and will continue to do our part to reuse, reduce and recycle."

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>.