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**HARRAH'S ENTERTAINMENT AND NV ENERGY DISTRIBUTE 75,000 ENERGY  
EFFICIENT LIGHTBULBS THROUGHOUT NEVADA**

*Harrah's volunteers walk door-to-door in Las Vegas and throughout Nevada offering  
compact florescent lamp bulbs*

LAS VEGAS – April 1, 2009 – Armed with 75,000 compact florescent lamp (CFL) bulbs donated by NV Energy, approximately 100 Harrah's employee volunteers take to the streets to help Nevadans become more energy efficient. Throughout selected neighborhoods in Las Vegas, Reno, Lake Tahoe and Laughlin each resident will receive 12 CFL light bulbs from Harrah's H.E.R.O. (Harrah's Entertainment Reaching Out) volunteers.

Since 2003, NV Energy has provided rebates on more than 7,000,000 CFL's to promote energy efficiency and help its ratepayers manage their energy usage. These 75,000 light bulbs in this project will collectively reduce over 63 million pounds of green house gas emissions and save over \$3 million in energy costs over the life of the CFL's. CFL's use 75% less energy, emit 85% less heat, and last up to 10 times longer.

“Our relationship with Harrah’s H.E.R.O. volunteers is just one shining example of our community coming together to help our residents save money and energy. During these tough economic times, customers are looking for ways to reduce their energy bill. Not only are customers saving money by replacing their incandescent light bulbs with CFL’s, they are reducing their carbon footprint as well which helps ensure a clean future for all Nevadans,” said John Hargrove, program manager for NV Energy.

“We have realized significant savings by replacing lighting in our casino resorts with energy efficient options. Over the next several weeks our H.E.R.O. volunteers are sharing this energy saving tip – and the light bulbs – to the residents in our Nevada communities,” said Tom Jenkin, Western Division President, Harrah’s Entertainment. “The strength of our environmentally sustainable programs comes from our employees as they continuously develop new ideas to reduce our environmental footprint.”

Distribution schedule:

April 4        Las Vegas

April 14      Laughlin

COMPLETED: Lake Tahoe (March 27<sup>th</sup>) and Reno (March 28<sup>th</sup>)

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 of 164,443 barrels of oil. Harrah’s is the only company in the gaming

industry to win an EPA Environmental Quality Award, the only gaming company to be named to the Dow Jones Global Sustainability Index and committed to the EPA's Climate Leaders program.

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>.