



Contact: Jacqueline Peterson
Harrah's Entertainment, Inc.
(702) 494-4829

**HARRAH'S ENTERTAINMENT TO OFFER GUESTS CARBON OFFSETS
THROUGH *NATIVEENERGY***

LAS VEGAS – June 26, 2008 – Harrah's Operating Company, Inc., a subsidiary of Harrah's Entertainment, Inc., and *NativeEnergy*, an international marketer of high quality carbon offsets and renewable energy credits (RECs), announce today an agreement to provide Harrah's guests the opportunity to mitigate the global warming impact of their travel to Harrah's managed resorts by purchasing carbon offsets from new renewable energy projects.

"We are continually looking for innovative environmentally sustainable practices to implement throughout our portfolio of 40 domestic properties," said Gary Loveman, chairman, CEO and president of Harrah's Entertainment. "Environmental stewardship is an important component of our Code of Commitment, the casino entertainment industry's preeminent declaration of corporate social responsibility. Our relationship with *NativeEnergy* allows us to offer our employees and guests the opportunity to join us in this commitment."

Guests and employees will be able to purchase carbon offsets from *NativeEnergy* to support new renewable energy initiatives, such as farmer-owned wind turbines and family farm methane recovery projects. Harrah's plans to make *NativeEnergy*'s carbon offsets available immediately for meetings, special events, and conventions. Ultimately, the program will be extended to its Total Rewards members and other segments of its customer base.

"As a leader in environmental sustainability, Harrah's is setting an example for the hospitality industry and is also helping to raise awareness with their 90,000 employees and their 100 million annual guests," says Tom Boucher, President and CEO of *NativeEnergy*.

About *NativeEnergy*

NativeEnergy leverages market demand for carbon offsets to bring on line new Native American, family farmer and community-owned renewable energy projects. *NativeEnergy* offers third party verified and certified renewable energy credits and offsets from a variety of operating projects across America and internationally. Through its novel approach of bringing upfront payment to renewable projects for the estimated future carbon offsets, *NativeEnergy* enables its clients to help directly finance the construction of specific new wind farms and other renewable energy projects. *NativeEnergy* continues to focus on real, additional offsets that provide both an environmental and a social benefit, for both people and planet. More information is available at www.nativeenergy.com.

About Harrah's Entertainment

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>.