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**HARRAH'S ENTERTAINMENT AND NATIVEENERGY MAKE
THE WORLD SERIES OF POKER® THE FIRST CLIMATE FRIENDLY
POKER TOURNAMENT**

***Harrah's Purchases Carbon Offsets for Event and Challenges Participants to
Reduce Their Carbon Emissions***

July 1, 2008 –Las Vegas, NV — Harrah's Operating Company, Inc., a subsidiary of Harrah's Entertainment, Inc., announced another collaboration with *NativeEnergy*, an international marketer of high quality carbon offsets, at the World Series of Poker®. Through *NativeEnergy*, Harrah's purchased carbon offsets to mitigate the global warming impact from energy use and waste at its six and a half week event at the Rio All Suites Hotel & Casino. Harrah's will also offer players in the WSOP Ante Up For Africa charity and celebrity tournament event and the WSOP Main Event the option of offsetting the carbon emissions from air and ground travel to and from Las Vegas, and their hotel stays.

“Harrah’s continues to look for innovative ways to conserve energy and demonstrate our commitment to environmental sustainability,” said Gary Loveman, chairman, CEO and president of Harrah’s Entertainment. “Our collaboration with *NativeEnergy* allows us to reduce the environmental impact of the world’s largest poker event. We’d like to challenge WSOP players and guests to join us and also purchase carbon credits to make this a more eco-friendly event.”

The purchase of carbon offsets at the WSOP will support *NativeEnergy*’s farmer-owned distributed wind program. With financial assistance from *NativeEnergy*, new wind turbines on farms throughout the Midwest will help farmers reduce their global warming impact from energy use and reduce their long-term electricity costs, while helping to stabilize the electricity grid with distributed, small scale, renewable power generation.

The Williamson family farm turbine is an example of the type of project that the WSOP carbon offsets will help support. Located just south of Jasper, Minnesota, the Williamson farm raises beef cattle and crops on more than 2,000 acres. Its 35 kilowatt wind turbine began generating renewable energy in the spring of 2007. “We’re very grateful for the support of companies like Harrah’s and participants in the World Series of Poker who, working with *NativeEnergy*, help family farms across the country diversify our energy supply and fight global warning,” said Wayne Williamson.

Carbon offsets can be purchased at the Harrah's booth off the main floor of the WSOP tournament area directly from *NativeEnergy*. Carbon offsets will be offered based on the average estimated travel distance and hotel stay. Carbon offset packages will also be offered which include an eco-friendly souvenir with the offset purchase.

"Harrah's continues to be a leader in environmentally sustainable programs. The collaboration with *NativeEnergy* allows Harrah's to provide their guests the opportunity to participate in effective solutions to the climate crisis that can be implemented today," says Tom Boucher, President and CEO of *NativeEnergy*. "Environmentally conscious companies like Harrah's and their guests are reducing and offsetting their own emissions, directly supporting specific new projects and helping at-risk communities develop sustainable economies in harmony with core cultural values."

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, *Native Energy* 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, over 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. For more information, please visit www.harrahs.com.

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