

HARRAH'S CHEROKEE CASINO & HOTEL IN NORTH CAROLINA OPENS DYNAMIC NEW STATE-OF-THE-ART EVENT CENTER

-- 3,000-plus seat Event Center unveiled as part of property's \$633 million expansion and diversification effort --

(Cherokee, NC, September 3, 2010) - Harrah's Cherokee Casino & Hotel unveils the Labor Day 2010 Weekend opening of its spectacular 3,000-plus seat Event Center making it the leading concert, events and entertainment venue in the region.

Kicking-off the Opening Celebrations are performances by Hank Williams, Jr., on Friday, September 3, and Grammy and Academy of Country Music award-winning group Lady Antebellum on Saturday, September 4.

Harrah's Cherokee management and executives, Eastern Band of Cherokee Nation Tribal leaders, government officials, VIP guests, dignitaries and members of the media are in attendance. Official ribbon-cutting ceremonies include remarks by: Darold Londo, Senior Vice President & General Manager of Harrah's Cherokee Casino & Hotel; Principal Chief Michell Hicks, Eastern Band of Cherokee Indians; and Scott Barber, mid-south Regional President, Harrah's Entertainment, Inc.

Hosting top-tier talent across all genres, including Country, Classic Rock, Oldies, R&B, Pop, Comedy, Rock, Mixed Martial Arts (MMA), as well as sporting events and production shows, the non-smoking Event Center debuts as the preeminent site in the region for showcasing world-class entertainment by internationally recognized performers.

Among the tri-level Events Center's assets a full banquet kitchen, four VIP suites, box seating and more than 1,100 balcony seats. Modular seating may be used for VIP dinners, expos, conferences/conventions, trade shows, sports programming, banquets and special events.

Concession areas are located on all floors, with LCD screens strategically placed throughout the pre-function area.

The massive Event Center stage is 60-foot by 40-foot and framed by large HD resolution 32-foot screens. The facility boasts a top-of-the-line speaker system, as well as the highest quality theatrical lighting available.

Visiting talent performing at the Event Center have access to a premium experience in the facility's 538-square-foot Green Room, which contains seating, flat-screen televisions, as well as four separate dressing rooms with laundry facilities.

Scheduled shows through the balance of 2010 include performances by: Crosby, Stills, and Nash (September 18); Paula Deen (September 25); Jason Aldean (October 3); Cirque Shanghai (October 9 & 10); Josh Turner (October 16); Larry the

Cable Guy/2 shows (November 6); Dierks Bentley (November 27); and Gary Allan (December 11).

The expansion of Harrah's Cherokee is currently the largest hospitality development project underway in the Southeast and one of the largest in the U.S., offering the greatest number of hotel accommodations in the Carolinas. Upon completion in 2012, the 56-acre property will have added a third hotel tower (21-story Creek Tower), 3,000-plus seat Events Center, entertainment and VIP lounges, 18,000-square-foot spa, state-of-the-art digital poker room, Asian gaming room, retail outlets and new restaurants (Paula Deen's Kitchen, Ruth's Chris Steakhouse, BRIO Tuscan Grille), as well as hotel and casino parking garages. Nearby Sequoyah National Golf Club is an 18-hole, par 72 championship course offering privileged hotel guest access. The property is also renovating current casino facilities and doubling the size of its casino floor to 195,000 square feet while increasing video and table game capacity.

Harrah's Cherokee Casino & Hotel is an enterprise of the Eastern Band of the Cherokee Nation, located 50 miles west of Asheville at the entrance to the Great Smoky Mountains National Park. Harrah's Cherokee Casino is open 24 hours a day to guests 21 years of age or older. For more information about Harrah's Cherokee, please call (828) 497-7777 or visit our web site at www.harrahsherokee.com <<http://www.harrahsherokee.com/>> .

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