

**CAESARS WINDSOR
FALL INTO CASH PROMOTION – SUNDAYS
NOVEMBER 1, 8, 15, 22, 29, 2009
RULES AND REGULATIONS
("CONTEST RULES")**

How to Enter

Caesars Windsor's Fall into Cash Promotion (the "Contest") takes place on November 1, 8, 15, 22, and 29, 2009 (each a "Draw Date", collectively known as the "Draw Dates") beginning at 8:00:00 a.m. Eastern Time ("ET") and ending at 5:00:00 p.m. ET on each Draw Date (the "Promotion Period"). Eligible Total Rewards® Members ("Members") will receive a postcard (using the last known address recorded on their Total Rewards account) advising them of the number of free entries ("Free Entries") (requiring activation as defined below) into the Contest they have qualified to receive on each Draw Date. The number of Free Entries that a Member is eligible to receive is based on his/her recognized tier status defined by Total Rewards as of October 31, 2009. Entries for each tier are defined below:

Seven Stars Members will be eligible to receive up to 700 entries on each Draw Date;

Diamond Members will be eligible to receive up to 500 entries on each Draw Date;

Platinum Members will be eligible to receive up to 200 entries on each Draw Date; and

Gold Members will be eligible to receive up to 100 entries on each Draw Date. Members are also eligible to automatically receive one hundred (100) additional entries ("Additional Entries") (requiring activation as defined below) into the Contest for every fifty (50) Base Reward Credits accumulated on a Draw Date by using their Total Rewards card during regular slot/table play between the hours of 8:00:00 a.m. ET and 5:00:00 p.m. ET. Free Entries and Additional Entries are valid only on the Draw Date earned/received.

In order to be eligible to win a prize in the Contest, Members must activate Free Entries and Additional Entries on the Draw Date between the hours of 12:00:00 p.m. ET and at least sixty (60) minutes prior to the Draw Time (see Rule #2) in which they wish to participate using one of the following methods:

Swiping their Total Rewards card at a designated Swipe Entry Station; or
Presenting their Total Rewards card to a Total Rewards representative at the Total Rewards Centre.

Once activated, Additional Entries and Free Entries are valid for any remaining Draw Times on the Draw Date on which they are activated. Swipe Entry Stations will be located in Cosmos Lounge on the main floor of the Casino as well as in the pre-function area outside the Promenade Ballroom on the second floor of the Casino. The location of the Swipe

Entry Stations is subject to change at the sole discretion of the Sponsor.

Promotional Bonus Reward Credits earned during Multiplier Days will not count towards a Member's accumulation of Base Reward Credits for the purposes of gaining entries into the Contest.

Once activated, all entries are automatically entered into the Contest in electronic format. Windsor Casino Limited (the "Sponsor") takes no responsibility for any errors, defects, delays, destruction or other problems relating to the use of a Member's Total Rewards card to enter the Contest, whether caused by a technical malfunction of the card reader, computer or otherwise. It is the responsibility of Members to ensure that card readers are operational and that Total Rewards cards are inserted correctly.

Prize Draw

On each Draw Date, at 2:00:00 p.m. ET, 3:00:00 p.m. ET, 4:00:00 p.m. ET, 5:00:00 p.m. ET, and 6:00:00 p.m. ET (each a "Draw Time", collectively known as the "Draw Times"), a Caesars Windsor Representative ("Representative") will randomly and electronically draw the appropriate number of entries to correspond with the number of prizes available at that Draw Time and Draw Date (see Rule #3). The Representative will then announce the name and Total Rewards account number associated with each selected entry through the public address system at Cosmos stage (the "Draw Site") at Caesars Windsor (which excludes the hotel towers, Colosseum, parking structure and all areas outside the Casino) and start a timer for five (5) minutes. In order to be eligible to win a prize, selected entrants must also identify themselves within five (5) minutes of their name being announced by attending the Cosmos Stage on the main floor and presenting their Total Rewards card to a Representative.

All Draw Times are approximate and may be adjusted at the sole discretion of the Sponsor. Selected entrants who do not properly identify themselves within the five (5) minute time limit will forfeit their chance to win that prize and that prize will not be drawn for again. The value of the prize will then be added to the value of the 6:00:00 p.m. ET Draw Time on each Draw Date. It is the responsibility of each participant to hear the announcement over the public address system at the time of the announcement. The public address system cannot be heard in the hotel towers, Colosseum, parking structure or any areas outside of the Casino.

Prizes

On each Draw Date at each Draw Time, there will be five (5) prizes of Cdn. \$1,000.00 available to be won for a total of twenty-five (25) prizes available to be won on each Draw Date for a total of Cdn. \$25,000.00 on each Draw Date. If a prize is not claimed within the five (5) minute time limit, it will not be drawn for again at that time. The value of any unclaimed prizes will be drawn for again at the 6:00:00 p.m. ET Draw Time until a winner has been confirmed up to a maximum of Cdn. \$25,000.00 cash. If a winner is not present at the 6:00:00 p.m. ET Draw Time, he/she will forfeit his/her chance to win that prize and that prize will be drawn for again until a winner is present at the Draw Site.

Prize Claim

In order to be eligible to win a prize, the selected entrants must have identified themselves and presented their Total Rewards card at the Draw Site within the five (5) minute time limit described above and further must present valid government-issued photo identification to a Representative at the Draw Site within thirty (30) minutes of having identified themselves.

In order to win a prize in the Contest, each selected entrant must correctly answer, unaided, a time-limited (90 seconds), mathematical, skill testing question.

Selected entrants will also be required to sign a standard Release, including publicity release, confirming compliance with the Contest Rules and acceptance of the prize as awarded and releasing the Sponsor, the Ontario

Lottery and Gaming Corporation (the "OLG"), Caesars Windsor, and their respective parent companies, affiliates, subsidiaries, agencies, agents, respective directors, officers, employees, representatives, sponsors, successors and assigns from any and all liability for any loss, harm, damages, claims, costs, causes of action or injury whatsoever including, but not limited to, personal injury, accident or death, property damage, disappointment or inconvenience arising from any act, omission or negligence whatsoever relating to the Contest or the receipt, ownership, possession or use of any prize. This winner will also be required to present and provide a copy of valid photo government-issued identification.

All answers to skill-testing questions are final. The selected entrant must comply with all Contest Rules before being declared a winner and any misrepresentation of fact as to the selected entrant's eligibility, whether intentional or unintentional, will be sufficient cause to forfeit any prize award. Should a selected entrant incorrectly answer the skill-testing question, or otherwise fail to comply with all the Contest Rules, the selected entrant will be disqualified from Contest participation and the prize will be forfeited and will not be drawn for again. Prizes that are not claimed in accordance with these Contest Rules will not be awarded.

General

Must be present to win.

All times are approximate and may be adjusted at the sole discretion of the Sponsor.

No purchase is necessary to participate in this Contest. If not already a Member, customers may become a member without charge by completing an application at the Total Rewards Centre at Caesars Windsor. Total Rewards Memberships can be cancelled at any time by visiting the Total Rewards Centre at Caesars Windsor.

Use of a Total Rewards card by anyone other than the sole member enrolled on the account is strictly prohibited.

Prizes must be accepted as awarded and are non-transferable.

All prize claim verification information is subject to verification and will be void if not obtained through legitimate channels, or if not original, or if illegible, altered, forged, defaced, mutilated or tampered with in any way, or if not obtained in accordance with these Contest Rules.

By participating in this Contest, an entrant grants to the Sponsor the right to use his/her likeness and name, mailing address including city of residence, telephone number, and e-mail address ("Personal Information") without further permission or compensation for the purpose of administering the Contest including, but not limited to, contacting and announcing the winner and

acknowledges that the Sponsor may disclose the Personal Information to third parties or service providers of the Sponsor in connection with the foregoing. By accepting a prize in this Contest, winner and his/her guest, if applicable, grants to the Sponsor the right to use their Personal Information including any photographs or comments for publicity and promotional purposes relating to the Contest without compensation or further permission and acknowledges that the Sponsor may disclose the Personal Information to third parties or service providers of the Sponsor in connection with the foregoing. For more information, see Sponsor's Privacy Policy available at [HYPERLINK "http://www.caesarswindsor.com"](http://www.caesarswindsor.com) www.caesarswindsor.com.

By participating in this Contest, an entrant releases and holds harmless the Sponsor, the OLG, Caesars Windsor, and their respective parent companies, affiliates, subsidiaries, agencies, agents and their respective directors, officers, employees, representatives, sponsors, successors and assigns from any and all liability for any loss, harm, damages, claims, costs, causes of action or injury whatsoever including, but not limited to, personal injury, accident or death, property damage, disappointment or inconvenience arising from any act, omission or negligence whatsoever relating to the Contest or the receipt, ownership, possession or use of any prize.

By entering this Contest, entrants agree to be bound by the Contest Rules and decisions of the Sponsor which decisions shall be final and binding in all matters related to the Contest. The Sponsor reserves the right to alter, modify, amend or cancel all or any portion of this Contest at any time for any reason without notice.

This Contest is open to Members who are at least nineteen (19) years of age and are residents of Canada (excluding Quebec) or the United States of America (excluding Florida, New York, Rhode Island and Puerto Rico). Employees, directors, or officers of the Sponsor, Caesars Windsor, the OLG, or the Alcohol and Gaming Commission of Ontario or of their respective parent companies, subsidiaries, affiliates, advertising or promotional agencies or prize suppliers are not eligible to participate in the Contest. In addition to the above, the winner, if any, of the U.S. \$1,000,000.00 prize must not be an employee of the Sponsor, of the manufacturer of the combination pin pad, of a supplier, subcontractor, or of any promotional or advertising agency involved with the Contest or a member of any family or agent of the contest officials or of the manufacturer of the combination pin pad, supplier, subcontractor, or any promotional or advertising agency involved with the Contest. Entrants must present valid government-issued photo identification upon request.

Those who have been trespassed from Windsor Casino Limited, Casino Windsor or Caesars Windsor and/or who have self-excluded (and not been reinstated) from any OLG gaming facility or from any Harrah's property including, but not limited to, Harrah's, Caesars, Horseshoe, Rio, Showboat, Harveys, Bally's, Grand, Paris, Flamingo, Sheraton and Bill's gaming facilities, properties or

casino complexes owned, operated or managed by Harrah's including any properties, companies or brands that are opened or acquired in the future are not eligible to participate in the Contest.

In the event that an ineligible person participates in the Contest and is chosen as the winner, this person will be disqualified from winning the prize and the prize will be forfeited and will not be drawn for again.

This Contest is subject to all federal, provincial, municipal and state laws of Canada and the United States of America. All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the Province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. All times stated are local Windsor, Ontario times and all values stated are in Canadian dollars.

The Sponsor is not responsible for electronic transmission errors or delays resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, hardware, software, or telephone failures of any kind, lost or unavailable connections, fraud, incomplete, garbled, or delayed computer transmissions, whether caused by the Sponsor's users or by any technical or human error which may occur in the processing of Total Rewards cards which may limit, restrict, or prevent a participant's ability to participate in this Contest.

If this Contest is interfered with, or it is impracticable to conduct, or continue to conduct in whole or in part, as a result of fire, explosion, power failure, acts of God, civil commotion and/or labour unrest such as strikes, slow-downs, lock-outs, picketing or boycotts, the Sponsor, the OLG, Caesars Windsor, and their respective parent companies and their respective officers, directors and employees shall be released from any and all responsibility and/or liability whatsoever arising from such interference or impracticability, and the Sponsor shall have the option, at its sole discretion, to cancel, extend or reschedule the Contest without liability.

In the event of discrepancy or inconsistency between the terms and conditions of the Contest Rules and any disclosures or other statements contained in any Contest related materials including, but not limited to, any entry form or advertising collateral, the terms and conditions of these Contest Rules shall prevail. In the event of discrepancy or inconsistency between the terms and conditions of the Contest Rules and the contract signed between the Sponsor and the third party vendor, the conflict shall be resolved in accordance with the terms of the contract.

All federal, state, provincial and local taxes, licensing, custom duties and the

like amounts and any other fees on prizes, if any, are the responsibility of the winner and the winner authorizes the deduction of such taxes, if any, from the prize(s) to the extent required by law.

Void where prohibited by law.

This Contest is sponsored by Windsor Casino Limited, 377 Riverside Drive East, Windsor, Ontario N9A 7H7.

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APPROVED – Oct 8, 2009

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