



500 Wild Weekends Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: 500 Wild Weekends (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of entry. Employees of Harrah's Operating Company, Inc., and/or its parent, affiliates or subsidiaries or properties managed by any of such, ePrize, LLC, and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Individuals who are excluded from casino facilities, including through a government program, at Harrah's discretion, or by their own request, are not eligible. If asked, entrant must provide valid proof of age by way of valid picture identification (driver's license, passport, state identification card, or military identification card). Subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Harrah's Operating Company, Inc., One Harrah's Court, Las Vegas, NV 89119.
Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on October 16, 2009 at 12:00 a.m. Eastern Time ("ET") and ends on December 4, 2009 at 11:59 p.m. ET (the "Promotion Period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, become a follower of @RioVegas using your Twitter Account (the "Account"). Upon becoming a follower of @RioVegas, include #riovegas (the "Promotion Hashtag") in a tweet from your Twitter Account in order to gain one (1) entry into the Sweepstakes. The Promotion Hashtag must be included in your tweet in order to gain an entry into the Sweepstakes. Creating a Twitter account is free. If you do not have a Twitter Account, go to www.twitter.com to create your Account. You must become a follower of @RioVegas on Twitter for your tweet to be considered for entry into the Sweepstakes. Limit: Each participant may post one (1) tweet per day to receive one (1) Sweepstakes entry per day during the Promotion Period. If you post updates to or receive updates from twitter.com via SMS from your wireless phone, your wireless-service provider may charge you for each text message you send and receive. Please consult your wireless-service provider regarding its pricing plans. You must be an active holder of a non-private Twitter account and be a follower of @RioVegas throughout the Promotion Period and at the time of the Prize Drawings to be eligible to enter this Sweepstakes. All terms and conditions of Twitter.com apply. Multiple entrants are not permitted to share the same Twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any Twitter account, the authorized account holder of the email address used to register at Twitter.com will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received up until the specific tier of Twitter followers are reached, based on the following tier of @RioVegas followers on Twitter:

| Number of @RioVegas Followers Reached | Quantity and Type of Prize being Drawn For |
|--|---|
| 4,500 | 10 First Prizes |
| 6,000 | 15 First Prizes |
| 7,500 | 30 First Prizes |
| 10,000 | 50 First Prizes |
| 12,500 | 70 First Prizes |
| 15,000 | 80 First Prizes |
| 17,500 | 95 First Prizes |
| 20,000, drawn at Promotion Conclusion | 150 First Prizes |
| 20,000, drawn at Promotion Conclusion | 1 Grand Prize |

The quantity and type of Prize being drawn for as listed above is dependent upon the corresponding number of @RioVegas followers reached, and drawings will only occur if the specified corresponding number of @RioVegas followers are reached. Some or all drawings may not occur, and any drawings are subject to occur on/around the dates at which the applicable number of @RioVegas followers are reached, unless otherwise specified. Potential winners will receive a direct message, from @RioVegas, to the Twitter account used to enter the Sweepstakes. In order to receive the direct message your account settings must be set to "unprotected" and/or "public". Each potential winner will be required to respond to the direct message within forty-eight (48) hours of the date direct message was posted, with the required information, or prize will be forfeited. If a potential winner cannot be contacted, or fails complete and respond to the direct message within the required time period, potential winner forfeits prize. After a potential winner successfully replies to the direct message on Twitter, Administrator will require each potential First Prize winner to sign and return to Sponsor, within ten (10) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit") in order to claim his/her prize. The potential Grand Prize winner will be required to sign and return the Affidavit within five (5) days of the date notice or attempted notice is sent. If a potential winner cannot be contacted, or fails to sign and return the Affidavit within the required time period, potential winner forfeits prize. Potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only two (2) alternate drawings will be held, after which the prize will remain un-awarded.

6. Prizes: ONE (1) GRAND PRIZE: A New Year's Eve trip for two (2) to Harrah's Rio Las Vegas. Trip package includes roundtrip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Las Vegas, NV; four (4) nights' accommodations at Harrah's Rio Las Vegas in a Masquerade Suite (double occupancy) including VIP check-in; ground transportation to and from airport and hotel; two (2) tickets to Penn & Teller; dinner for two (2) at VooDoo Steak (dining exclusions apply); admission for two (2) to Chocolate Lounge in the Wine Cellar; VIP admission for two (2) to VooDoo Lounge, including comp table and bottle service; \$200 dining credit at the Rio Las Vegas to be used during hotel stay; and a \$200 Spa credit at the Rio Las Vegas to be used during hotel stay. Specific time, date, and location of all event, dining, and admission determined by Sponsor in its sole discretion. Terms and conditions of all credits, tickets, and admission apply. Winner must complete the trip within the dates specified by Sponsor, including the night of December 31, 2009, or prize will be forfeited. Trip subject to availability and blackout dates. Travel must be roundtrip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$3,112. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. UP TO FIVE HUNDRED (500) FIRST PRIZES: 2-night stay at Harrah's Rio Las Vegas. Stay valid for stays starting October 23, 2009 through March 31, 2010. Terms and conditions of prize apply. Prize subject to availability and blackout dates. ARV: \$180.

For all Prizes: Prizes are subject to go un-awarded if the required number of @RioVegas followers reached on Twitter for the applicable drawing is not met. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received up until the applicable drawing. Limit: One (1) First Prize per person. Total ARV of all prizes: \$93,112.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that, if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Nevada or the appropriate Nevada State Court located in Clark County, Nevada, U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Nevada, without giving effect to any choice of law or conflict of law rules (whether of the State of Nevada or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Nevada, U.S.A.

12. Entrant's Personal Information: Information collected from entrants is subject to ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy/privacypolicy.html> and Sponsor's Privacy Policy http://www.harrahs.com/about_us/privacy.html.

13. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than April 7, 2010. For the Winner List, send an email with subject line: "500 Wild Weekends", Winner List Request," to WinListRequests@eprizefulfillment.com.

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