



## THREE LOCAL COMPANIES SELECTED FOR CINCINNATI CASINO DESIGN TEAM

### Queen City Architecture and Engineering Firms to Bring Community Spirit to Urban Casino Development

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**CINCINNATI [September 22, 2010]** - The developers of a new first-class urban casino in downtown have preliminarily selected three Cincinnati companies to lead the architectural and design process of the \$400 million private development. Rock Gaming LLC has chosen KZF Design and WA Inc. as the local architectural team, and Woolpert LLP as the civil engineering firm, to design and engineer Cincinnati's first casino. The developers expect to break ground in late 2010, and the casino is projected to open in the second half of 2012.

"Since its inception, it has been essential to enlist local companies in this project who are entrenched in Cincinnati's rich history and in her unique culture," said Steve Rosenthal, principal of Rock Gaming. "KZF, WA and Woolpert all bring deep local knowledge to this significant project and they are jointly committed to designing an urban casino that will make Cincinnati's proud to have in their community."

The Cincinnati casino will be built on 20 acres of undeveloped property on the downtown's northeast side known as Broadway Commons. The new development is expected to drive six million visits to downtown Cincinnati, while creating nearly 4,900 construction and permanent jobs.

The developers are currently evaluating several local general contractors and expect to name the construction team this fall. Casino gaming, including the development of four new casinos state wide, was approved by Ohio voters in a constitutional referendum in November 2009.

Rock Gaming announced in August that it had selected Harrah's Entertainment, Inc. to manage its Ohio casino projects. The proposed relationship, which includes Harrah's making a significant minority investment in the projects and serving as the day-to-day casino manager in both Cleveland and Cincinnati, is subject to completion of definitive agreements which is expected to occur during the fall of 2010.

**Editors Note:** A Cincinnati Casino rendering is available from Jennifer Kulczycki, Rock Gaming, [jenniferkulczycki@rockventures.com](mailto:jenniferkulczycki@rockventures.com), 313-373-3033

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### About Rock Gaming, LLC

Rock Gaming is a Midwest-based gaming partnership formed with an initial focus to develop first-class casinos in two of Ohio's largest cities, Cincinnati and Cleveland, as well as to explore other potential gaming opportunities. Dan Gilbert, a principal of Rock Gaming, is also chairman and founder of Quicken Loans, Inc., the country's largest online retail mortgage lender. In addition, he is the majority owner of the NBA's Cleveland Cavaliers and the American Hockey League's (AHL) Lake Erie Monsters, which both play at the Quicken Loans Arena in downtown Cleveland.

### About Harrah's Entertainment, Inc.

Harrah's Entertainment 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 operates casinos on four continents. The company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names; Harrah's also owns the World Series of Poker® and a majority interest in the London Clubs International family of casinos. 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/>.

### Harrah's Entertainment Inc. Forward Looking Statement

The statements in this release that refer to plans and expectations for future periods are forward-looking statements and are not guarantees of future performance and involve significant risks and uncertainties. The actual results may differ materially from those contained in or implied by the forward-looking statements as a result of various factors, some of which are unknown, including, without limitation: our ability to reach agreement on all terms of the venture and execute definitive agreements; our ability to agree upon a mutually acceptable plan for development of the projects; our ability to obtain financing for development of the projects; changes in gaming legislation in Ohio; the formation of a casino control commission pursuant to existing legislation; the adoption of final rules and regulations by the casino control commission and the Ohio Lottery Commission; favorable resolution of any legal challenges to gaming legislation and regulations; our ability to obtain necessary licensing to operate casinos in the State of Ohio; consummation of the acquisition of the properties in Cleveland that are the contemplated locations for both the permanent casino and phase one casino; ability to amend the existing referendum legislation permitting casino gaming in Ohio to permit temporary casino facilities; and economic conditions in general and in our specific market areas. Although we believe that our plans, intentions and expectations reflected in or suggested by these forward-looking statements are reasonable, we can give no assurance that our plans, intentions or expectations will be achieved. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by these cautionary statements. We do not undertake any obligation to publicly release any revisions to any forward-looking statements contained herein to reflect events and circumstances occurring after the date hereof or to reflect the occurrence of unanticipated events.

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