

January 4, 2010



CONTACT: Elizabeth Liemandt  
Manager, Public Relations & Events  
760-751-7779  
eliemandt@rincon.harrahs.com

## **HARRAH'S RINCON EARNS PROMINENT FOUR DIAMOND RATING**

**VALLEY CENTER** – Harrah's Rincon Casino & Resort was one of 19 hotels in San Diego County to earn the AAA Four Diamond Award for 2010. This prestigious recognition places Harrah's Rincon Casino & Resort among the top 3.4% of more than 2,600 Southern California hotels, motels and restaurants inspected by the Auto Club, the nation's largest AAA affiliate.

"This designation places us alongside some of the best hotels in the country," said Robert Livingston, Vice President and Assistant General Manager at Harrah's Rincon Casino & Resort. "We are one of two casinos in San Diego County to receive the Four Diamond rating and we are proud to add this to our list of awards."

AAA's Diamond rating program uses specially trained full-time field representatives that review and rate the property, including guest service, management and staff, guest rooms, housekeeping, maintenance, ambiance and amenities, as well as the grounds and public areas.

"North America's AAA Diamond Rating System is a long-time trusted method of rating lodgings and dining establishments, especially during what has been a difficult economic year for the hospitality industry and also for travelers," said the Auto Club's Approved Accommodations Supervisor Patricia Marenco. "Southern California's hotels and restaurants that earn the AAA Four Diamond award maintain a very high standard of service in their hotels and restaurants in order to continue pleasing their guests."

"We are very excited to receive the Four Diamond Rating", said Shannon Upson, Director of Hospitality at Harrah's Rincon Casino & Resort. "Every day, our team strives to exceed the expectations of our guests, and this award is a testament of their dedication to service excellence."

**Harrah's Rincon Casino & Resort**

777 Harrah's Rincon Way

Valley Center, CA 92082

(877) 777-2457

Thursday, December 17th from 11:30 a.m. – 5:00 p.m.

Wednesday, December 23rd from 7:00 a.m. – 5:00 p.m.

Thursday, January 14th from 11:30 a.m. – 5:00 p.m.

**About Harrah's Rincon**

Named one of California's Best Places to Work for 2008 by Employers Group, owned by the Rincon Band of Luiseno Indians and managed by HCAL, a subsidiary of Harrah's Operating Company, Harrah's Rincon Casino & Resort is located at 777 Harrah's Rincon Way (33750 Valley Center Road) in Valley Center, CA, 20 minutes northeast of Escondido. With approximately 1,400 employees and an identity as a top resort-gaming destination, the casino offers state-of-the-art amenities and the unparalleled customer service that has made Harrah's a nationally recognized brand.