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HARRAH'S RINCON WINS 2007 WORKPLACE EXCELLENCE AWARD FROM SOCIETY OF HUMAN RESOURCES MANAGEMENT

Gaming Resort Takes Top Honors in Large Company Category

Harrah's Rincon Casino San Diego North is proud to announce that it is this year's recipient of the Society of Human Resources Management (SHRM) Workplace Excellence Marble Award, the Society's highest honor, in the Large Companies Category. The casino resort, which currently employs close to 1,700 people, beat out 150 other San Diego companies to win this prestigious award.

At the awards banquet held on November 7, Harrah's Rincon was recognized for its innovative approaches to recruitment, hiring, employee engagement, and communications. These approaches, which include exceptional training and career development opportunities, a top-notch benefits plan, a quarterly performance payout bonus based on customer satisfaction scores, and a company culture that stresses "have fun" as one of its goals has led to a 72% reduction in turnover during the five years that the casino resort has been in operation. "We are honored to receive this award from the San Diego Society of Human Resource Management," stated Senior Vice President and General Manager Janet Beronio. "And I am delighted to see our Human Resources team get the recognition it deserves for helping make Harrah's Rincon one of the best places to work in San Diego."

"This award really means a lot to me and to the entire team at Harrah's Rincon – not just the Human Resources team," said Human Resources Director Peggy Keers. "While we in HR developed the programs to hire the right people, reduce turnover and increase employee satisfaction, it took the support of everyone on the property to put them in place and make them work. It's very gratifying to see that our efforts accomplished exactly what we hoped – creating a happy, productive and engaged team dedicated to providing truly great service."

Among the successful human resources programs in place at Harrah's Rincon are an "American Idol"-type panel interview conducted by members of senior management and the departmental hiring manager to determine if applicants are a good match for the property and have the customer service skills and personality traits best fitting the culture and organization. Applicants are given the opportunity to role-play, take a property tour and experience a realistic job preview. Once hired, new employees are given an in-depth New Hire Orientation that includes training in customer service skills and responsible gaming practices. Human Resources follows up with new employees by asking them to complete a 45-day survey, and requiring hiring managers to complete a 90-day review on all new employees.



Harrah's Rincon has also implemented several perks for its employees, among them The Internal Temp Pool. Employees can earn extra money working a "second job" at Harrah's Rincon rather than another company, reducing the risk of them leaving for that other job. It also gives employees the chance to explore positions, build relationships with other departments and advance their careers in ways not previously offered. Currently, 425 employees are registered in the Internal Temp Pool. Other perks are Employee Credit Hour Plan, through which employees can earn additional paid time off for perfect attendance, volunteerism and overtime; an onsite gym membership to help promote fitness and an Employee Shuttle Program that transports employees to and from work.

About the Workplace Excellence Awards

The San Diego Society of Human Resources Workplace Excellence Awards event was created in 2000 and has evolved as an opportunity to educate and enlighten business leaders in San Diego on the value and contribution that exceptional Human Resources practices can make to the success and profitability of an organization.

Owned by the Rincon San Luiseño Band of Mission 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 1,700 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.