

August 3, 2009



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

## **HARRAH'S RINCON CASINO & RESORT RENEWS RESPONSIBLE GAMING EFFORTS DURING NATIONAL PUBLIC AWARENESS WEEK**

Harrah's Rincon Casino & Resort will join the other 35 resorts in the Harrah's Entertainment, Inc. family of nationwide casinos to participate in the U.S. gaming industry's 12th annual Responsible Gaming Education Week Aug. 3-7, 2009.

"Though we conduct training activities for employees and make educational information available to our customers throughout the year, Harrah's Rincon will expand its efforts during Responsible Gaming Education Week, joining our industry colleagues in focusing national attention on this important issue," said Janet Beronio, Senior Vice President and General Manager. "Each year, more than 50,000 Harrah's employees across the country participate in responsible gaming refresher training courses to reinforce the company's commitment to responsible gaming."

Throughout the week, Harrah's Rincon will review the company's responsible gaming policies with employees through newsletter articles, signage, and an employee contest designed to increase awareness about problem and underage gambling and the importance of playing responsibly.

"Promoting responsible gaming is part of the heritage and culture of Harrah's Entertainment," said Peggy Keers, Vice President of Human Resources. "It's the foundation of our Code of Commitment, which governs the way we interact with our employees, customers and communities. And we take great pride in our history as an industry leader in responsible gaming efforts."

More than two decades ago, Harrah's established the first task force to study problem gaming issues and subsequently implemented the industry's first responsible gaming initiatives. Harrah's commitment to responsible gaming led to the development of the U.S. industry's first-ever broadcast advertising campaign focused specifically on responsible gaming. Ads featuring CEO Gary Loveman explain the importance of responsible gaming and how responsible gaming is an important part of our Code of Commitment. That commitment also led us to be the first company with a national policy and system to honor player requests to be taken off of mailing lists, to be denied check-cashing privileges, and even to be denied casino play privileges.

The company provided the initial funding to establish the National Council on Problem Gambling's 24-hour toll-free helpline, provides financial support to the National Center for Responsible Gaming as well as local health-service agencies and has been honored for its pioneering efforts in the promotion of responsible gaming.



Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 71 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 is also majority owner of the London Clubs International family of casinos and owns the World Series of Poker®. 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>. To contact the problem gambling hotline, call 1-800-522-4700.

### **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.