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**FIORE STEAK AND SEAFOOD AT HARRAH'S RINCON WINS
WINE SPECTATOR AWARD OF EXCELLENCE FOR THIRD CONSECUTIVE YEAR**

National Magazine Recognizes Excellence of Wine and Cuisine

Harrah's Rincon Casino & Resort is proud to announce that Wine Spectator magazine has awarded Fiore Steak and Seafood the Award of Excellence in the August edition's Wine Spectator Restaurant Awards. These awards are designed to recognize restaurants whose wine lists offer interesting selections, are appropriate to their cuisine and appeal to a wide range of wine lovers. Nationwide, less than 3,000 restaurants receive this honor.

"We are truly honored that Wine Spectator magazine has once again selected Fiore Steak and Seafood for this prestigious award," stated Harrah's Rincon's Food and Beverage Director Shannon Upson. "We are extremely proud of Fiore – the crown jewel in our restaurant collection. The staff at Fiore has set a high standard for a fine dining experience – excellent cuisine enhanced by fine wines and accompanied by truly great guest service."

"The wine list at Fiore was created with two goals in mind: to provide the best possible selection of wines designed to complement the dishes served at Fiore and to offer our guests an outstanding wine value – excellent quality at affordable prices," Upson continued. "We offer a wide selection of wines from right here in California, including wines from Santa Barbara, Napa Valley and Sonoma. We also provide a selection of European wines from Alsace, Bordeaux, Spain, and Italy; as well as several vintage Champagnes. Clearly, we have taken great care and pride in our wine selection and we are delighted that Wine Spectator magazine has continued to recognize our efforts with their Award of Excellence."

From its opening in August 2002, Fiore Steak and Seafood and its adjoining restaurant, the Oyster Bar, have been known for comfortable, relaxed elegance and commitment to superior quality product and service. Fiore serves Certified Angus beef, Kurobuta pork, Colorado lamb, and Pacific seafood prepared by Chef de Cuisine Tam To. Delicious appetizers and salads are on the menu, as well as several delectable desserts – all prepared by highly-skilled chefs with the freshest ingredients available. This menu, combined with the award-winning wine list and Harrah's signature guest service, provides each guest with a truly memorable dining experience.

Fiore Steak and Seafood is open seven days a week from 5:30-9:30 p.m. Sunday-Thursday and 5:30-11 p.m. Friday-Saturday. Reservations are recommended. For more information, or to schedule a reservation, call 760-751-7780.



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.