

Cher Announces Final Shows of Three Year Residency at The Colosseum at Caesars Palace

Tickets for final performances, January 11 - February 5, 2011 on-sale Saturday at 10am

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LAS VEGAS, Sept. 21 /PRNewswire/ -- In what will go down in Las Vegas history as the glitziest show to ever rock Las Vegas, Cher announced today that she will end her three year residency at The Colosseum at Caesars Palace on Saturday, February 5, 2011. Cher will have performed approximately 200 shows during the course of her three years at The Colosseum which began on May 6, 2008.

The extraordinary production, aptly titled *Cher*, is a high-energy, concert-style show that features the artist's record-breaking hits, including "If I Could Turn Back Time" and "Believe". With her infamous rock-and-roll attitude and theatrical affinity, the show treats guests to an intimate look back through Cher's iconic career, with vintage footage of rarely-seen "Sonny and Cher" clips and a marvelous stage that alters its scenery for every song and mood.

Designed exclusively for the 4,300-seat Colosseum at Caesars Palace, *Cher* boasts the talents of choreographer and director Dorian Sanchez, who brings Cher's vision to life using 16 dancers and aerialists, state-of-the-art video and special effects, and ambitious set designs. Not surprisingly, audience members can expect to be blown away by Cher's signature breathtaking costumes, which were designed by the world-renowned fashion icon Bob Mackie.

"Cher is an entertainment legend," said John Meglen, co-CEO and president of AEG Live/Concerts West. "We are delighted that she has called The Colosseum at Caesars Palace home for three years. We wish her luck in future endeavors and thank her and the cast and crew for their dedication."

"With each performance as fresh and energetic as opening night, Cher continues to reign among the best of the city's long roster of legendary talents," said Gary Selesner, president of Caesars Palace. "Our guests won't want to miss these grand finale performances."

Tickets for Jan 11, 2011 through Feb 5, 2011 go on sale Sat. Sept 25 at 10 a.m. and include:

Jan: 11, 12, 15, 16, 18, 19, 22, 23, 25, 26, 29, 30

Feb: 1, 2, 4, 5

Tickets for the remaining 2010 performances now on sale include:

Sept: 21, 22, 25, 26, 28, 29

Oct: 2, 3, 5, 6, 9, 10, 16, 17, 19, 20, 23, 24, 26, 27, 30, 31

The 90-minute show is presented at 7:30 p.m. four nights a week on Tuesday, Wednesday, Saturday and Sunday (dark Monday, Thursday and Friday). Tickets can be purchased by calling 1-866-510-CHER (2437) or online at www.ticketmaster.com, keyword "Cher". Tickets may also be purchased in person at The Colosseum at Caesars Palace Box Office open daily from 10 a.m. to 10 p.m. For groups of 20 or more, call 702-731-7208.

Ticket prices are \$95, \$140, \$175 and \$250. Visit cher.aeglive.com for more information on *Cher* at The Colosseum at Caesars Palace.

About AEG Live

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance. AEG Live is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions, fifteen regional offices, and thirty state-of-the-art venues. The company is currently producing tours and productions including Cher at The Colosseum at Caesars Palace, Supernatural Santana: A Trip Through the Hits at The Joint at Hard Rock Hotel & Casino in Las Vegas, Barry Manilow at Paris Las Vegas and Celine Dion who will return to The Colosseum at Caesars Palace in March 2011. The concert tour roster includes artists such as Taylor Swift, Bon Jovi, Leonard Cohen, Miley Cyrus, The Black Eyed Peas, Kelly Clarkson, Wisin & Yandel, Britney Spears, Kenny Chesney, P!nk, Paul McCartney, KISS, Mo'Nique and American Idols Live. AEG Live is the largest producer of music festivals in North America from the critically

acclaimed Coachella Music & Arts Festival to Stagecoach and New Orleans Jazz & Heritage Festival. For more information, go to www.aeglive.com

About Caesars Palace

Caesars Palace is the world's best known resort-casino, celebrating the glory that was Greece and the grandeur that was Rome, in an 85-acre destination location that sets the standard for entertainment, dining and luxury. Reigning at the heart of the Las Vegas Strip, Caesars Palace ranks among the world's top luxury resorts known for their originality and beauty and features 3,300 hotel guest rooms and suites, 23 diverse restaurants and cafes, five-acre Garden of the Gods pools and gardens, 50,000 square foot Qua Baths & Spa and 300,000 square feet of premium meeting and convention space. The 4,300-seat Colosseum sits just steps from celebrity chef restaurants and the acclaimed Forum Shops at Caesars and spotlights world class entertainers such as Bette Midler, Jerry Seinfeld and Cher. Journalists may access media materials and request high-resolution images at media.harrahs.com. Find Caesars Palace on Facebook at <http://www.facebook.com/caesarspalace> and follow <http://www.twitter.com/caesarspalace> (@caesarspalace).

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