

Caesars Entertainment Launches "Escape to Total Rewards," Unveils Next Generation of Total Rewards Loyalty Program

Caesars Entertainment Adds Breadth to Its Global Network of Exclusive Experiences for New and Existing Total Rewards Members

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LAS VEGAS, March 2, 2012 /PRNewswire/ -- A line-up of A-list entertainers helped usher in a new era of excitement for Caesars Entertainment as company celebrates the expansion of Total Rewards, the country's leading entertainment loyalty program.

Following a multi-city concert extravaganza featuring today's top acts including Cee Lo Green, Mariah Carey, Maroon 5, Mary J. Blige, P. Diddy and Gavin DeGraw, Caesars launched "Escape to Total Rewards," the largest promotion in company history. Aimed at demonstrating the breadth and depth of the loyalty program's network of offerings and experiences, "Escape to Total Rewards" further illustrates the value of the loyalty program for entertainment-seekers beyond the traditional gamer.

"Total Rewards has long been considered the standard-bearer for loyalty programs within the gaming industry," said Gary Loveman, CEO and President of Caesars Entertainment. "However, our business has grown to encapsulate so much more than gaming; every single one of our nearly 40 resorts across the country, provides a 360-degree entertainment experience. This next generation of the Total Rewards program seeks to expand the customer experience by providing additional ways for our members to earn points both on and off property. Total Rewards is no longer just a gaming loyalty program; whether traveling for business or pleasure, playing or simply staying, all of our guests will find value and benefit in a Total Rewards membership."

"Escape to Total Rewards"

As mysterious countdown clocks around the country struck zero at 9 p.m. EST on March 1, Total Rewards unveiled its sleek new look and feel, capturing the energy and excitement of its global network of offerings and experiences. A celebration ignited at that moment in Los Angeles, Chicago, New Orleans and New York City, inviting new and existing Total Rewards members to enjoy the enhanced global network of entertainment experiences. The simultaneous cross-country concerts served as the springboard for the launch of the largest promotion in the company's history, "Escape to Total Rewards."

For the next 90 days, Total Rewards members will have countless chances to win more than 90,000 prizes through the "Escape to Total Rewards" game that can be accessed at www.TotalRewards.com/Escape. In addition to a vast array of experiences and millions in prizes that will be awarded at Total Rewards resorts nationwide, one lucky winner will receive a once-in-a-lifetime, all-expense paid trip to Caesars Palace in Las Vegas. The winner and seven guests will be sent to Sin City in true VIP style aboard a personal charter jet from XOJET, one of the world's fastest-growing private aviation companies.

More Ways to Earn

At its core, the Total Rewards enhancements provide members more ways to earn by doing the things that they love most.

Targeting a broader, more diversified customer base, the expanded Total Rewards program provides a greater return to the leisure traveler who prefers the dining, entertainment, retail and spa amenities of a Total Rewards resort. For leisure activities such as shopping, dining or accommodations, members will earn one Reward Credit for every dollar spent. Reward Credits are the balance of a Total Rewards member's account and can be used to enjoy a variety of complimentary services and experiences.

In addition to creating greater value for the leisure traveler, Total Rewards also recognizes and rewards meetings planners and business travelers for their engagement with the program. Planners booking meetings or events at a Total Rewards resort may also earn Reward Credits – one credit for every dollar spent – that may be redeemed for either personal use or placed toward a future meeting or event.

Beyond extending the benefits of the program to a greater customer base, the next generation of Total Rewards also allows members to earn points in their everyday lives. [Total Rewards Marketplace](#) offers members the

opportunity to earn benefits while shopping online at more than 500 popular retailers. Members who access retailers through the TRMarketplace.com portal can earn Reward Credits when they make purchases at such retail outlets as Best Buy, Target, Barnes & Noble and Banana Republic. Total Rewards is the only program in the industry to offer such a broad range of earning opportunities.

Outside earning doesn't stop there: Now members who engage with a Total Rewards Las Vegas resort through social media channels will earn Reward Credits through Social Rewards. Social Rewards is an extension of the loyalty program that encourages members to interact with Total Rewards, or property brand such as Caesars Palace or Planet Hollywood Resort & Casino. Sharing and check-in activities through Facebook, Twitter, YouTube and Foursquare are all rewarded through the program. Plans to extend Social Rewards earning beyond Total Rewards Las Vegas resorts will take place later this year.

More Ways to Redeem

As current members now have even more ways to earn rewards, they will also find many new ways to experience these benefits.

With the new Total Rewards, members will be able to redeem their Reward Credits for free play. Elite members also have the ability to gift up to 5,000 Reward Credits to friends or family members, up to twice per year.

Total Rewards members will receive preferred pricing at restaurants across the network. Participating restaurants will have two sets of menu prices—full price for anyone who chooses to dine at the restaurant and a lower price available exclusively to Total Rewards members.

Discounts at on-property retailers will also be enhanced through the new Total Rewards. Every member will receive at least the same 10% discount that Total Rewards members have always enjoyed, but more engaged members will receive discounts of up to 25% on all purchases at Caesars' retail outlets.

In addition, Total Rewards members will now be able to redeem their Reward Credits for gift certificates at several hundred retailers participating in the Total Rewards Marketplace. These gift certificates can be used for online purchases, or they may be printed out and used at the retailer's local brick-and-mortar locations. This unique feature of the Total Rewards Marketplace makes Total Rewards more relevant and valuable in members' everyday lives.

Members of Total Rewards will also have pre-sale access to show tickets for many of the top-tier entertainers that perform across the network of Total Rewards casinos and resorts.

About Total Rewards

Total Rewards, a loyalty program connecting millions of active members who visit nearly 40 Caesars properties nationwide, is focused on building loyalty with guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. With Total Rewards, members have access to the largest network of hotel and entertainment options in the gaming industry and are able to take advantage of endless amenities, including exclusive access to unique experiences and benefits. Total Rewards' major resort brands include Caesars Palace, Horseshoe, Harrah's, Showboat, Bally's, Harvey's and Planet Hollywood Resort & Casino.

For more information, visit: www.TotalRewards.com.

About Caesars Entertainment

Caesars Entertainment, through its network of 52 casinos worldwide, provides unmatched leisure offerings to suit every interest, from the legendary entertainment line-up of The Colosseum at Caesars Palace to the dynamic World Series of Poker. Caesars is the world's most geographically diversified casino-entertainment company. Since its beginning in Reno, Nevada, more than 74 years ago, Caesars has grown through development of new resorts, expansions and acquisitions; operations now span four continents with nearly 40 casino-resorts across North America. The company's resorts operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Through Total Rewards, the country's leading entertainment loyalty program, Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. For more information, please visit Caesars.com.

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