

Total Rewards Members Can Now Earn Reward Credits Through New 1-800-FLOWERS.COM® Relationship

Just in Time for Mother's Day Total Rewards and 1-800-FLOWERS.COM Offer Special Earning Rate

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LAS VEGAS, May 7, 2013 /PRNewswire/ -- Total Rewards, Caesars Entertainment's industry leading loyalty program, has teamed up with 1-800-FLOWERS.COM, Inc. (NASDAQ: FLWS), the world's leading florist and gift shop, to offer members a new way to earn rewards for their gift purchases including beautiful floral arrangements and delicious confections.

Just in time for Mother's Day and to commemorate the new relationship, Total Rewards and 1-800-FLOWERS.COM are offering members 25 Reward Credits for every dollar spent (excluding taxes, service and shipping charges) through May 12th, 2013. Members can visit www.TotalRewards.com/1800flowers to earn credit for purchases at 1-800-FLOWERS.COM and its family of brands including 1-800-Baskets.com, Fannie May chocolates, Cheryl's gourmet cookies, Fruit Bouquets and The Popcorn Factory popcorn and specialty treats.

The Reward Credits that Total Rewards members earn through 1-800-FLOWERS.COM may be redeemed at any Total Rewards resort in a variety of ways including hotel accommodations, dining, entertainment, shopping and much more. For example, a member who spends \$100 online at www.TotalRewards.com/1800flowers will earn 2,500 Reward Credits, which equates to \$25 in Reward Credits that can be redeemed for perks like a buffet meal throughout the Total Rewards network.

"Total Rewards is continually seeking new ways to bring value to our members," said Alexi Solit, director of strategic alliances for Total Rewards. "Our collaboration with 1-800-FLOWERS.COM allows us to offer our members additional ways to earn rewards and receive unique offers. This relationship delivers exceptional value to our guests for the purchases that they make on a wide variety of gifts and demonstrates our promise to deliver value to our members far beyond gaming and entertainment."

"1-800-FLOWERS.COM is passionate about providing truly original arrangements and gifts that help our customers express themselves perfectly to the most important people in their lives," said Jim McCann, founder & CEO of 1-800-FLOWERS.COM. "We are delighted to work with a leader in loyalty programs to provide members and customers with benefits and product offers that deliver smiles."

Total Rewards members earn Reward Credits through a variety of activities including gaming, dining and entertainment at nearly 40 resorts and casinos and through Total Rewards Alliances. The collaboration with 1-800-FLOWERS.COM offers another unique way for Total Rewards members to receive benefits from the gaming entertainment industry's leading loyalty program.

To receive Reward Credits for their purchases, members must log in with their Total Rewards account information on www.totalrewards.com/1800flowers. Reward Credits will be added to the member's account within 30 days of the order delivery date.

Total Rewards continues to offer new and innovative ways for members to earn rewards and drive value from their participation in the program. Total Rewards members can earn and redeem credits at nearly 40 resorts and casinos nationwide on a wide variety of experiences including gaming, entertainment, dining, golf, shopping, spas, nightlife and room accommodations. Membership benefits also include preferred pricing at restaurants across the network and discounts at retail outlets as well as the ability to redeem Reward Credits for gift cards at several hundred retailers participating in the Total Rewards Marketplace. Total Rewards is the only loyalty program in the industry to offer members such a broad range of earning opportunities. Caesars Entertainment was recognized with the 2012 Colloquy Master of Enterprise Loyalty award for innovations to the Total Rewards program.

About Total Rewards

Total Rewards, a loyalty program connecting millions of active members who visit nearly 40 Caesars resorts and casinos 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, Harveys and Planet Hollywood Resort & Casino.

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

About Caesars Entertainment

Caesars Entertainment, through its network of 53 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.

About 1-800-FLOWERS.COM, Inc.

1-800-FLOWERS.COM, Inc. is the world's leading florist and gift shop. For more than 35 years, 1-800-FLOWERS® ([1-800-356-9377](tel:1-800-356-9377) or www.1800flowers.com) has been helping deliver smiles for our customers with gifts for every occasion, including fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, candles, balloons and plush stuffed animals. As always, our 100% Smile Guarantee backs every gift. 1-800-FLOWERS.COM's Mobile Flower & Gift Center was named winner of the Mobile Shopping Summit's "Best Mobile Site of 2011." 1-800-FLOWERS.COM has been honored in Internet Retailer's "Hot 100: America's Best Retail Web Sites" for 2011. The Company's BloomNet® international floral wire service (www.mybloomnet.net) provides a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably. The 1-800-FLOWERS.COM "Gift Shop" also includes gourmet gifts such as popcorn and specialty treats from: The Popcorn Factory® ([1-800-541-2676](tel:1-800-541-2676) or www.thepopcornfactory.com); cookies and baked gifts from Cheryl's® ([1-800-443-8124](tel:1-800-443-8124) or www.cheryls.com); premium chocolates and confections from Fannie May® confections brands (www.fanniemay.com and www.harrylondon.com); gift baskets and towers from 1-800-Baskets.com® (www.1800baskets.com); incredible, carved fresh fruit arrangements from FruitBouquets.comsm (www.fruitbouquets.com); wine gifts from Winetasting.com® (www.winetasting.com); top quality steaks and chops from Stock Yards® (www.stockyards.com); as well as premium branded customizable invitations and personal stationery from FineStationery.com® (www.finestationery.com). The Company's Celebrations® brand (www.celebrations.com) is a premier online destination for fabulous party ideas and planning tips. 1-800-FLOWERS.COM, Inc. is involved in a broad range of corporate social responsibility initiatives including continuous expansion and enhancement of its environmentally-friendly "green" programs as well as various philanthropic and charitable efforts. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

SOURCE Caesars Entertainment

<http://caesars.mediaroom.com/2013-05-07-Total-Rewards-Members-Can-Now-Earn-Reward-Credits-Through-New-1-800-FLOWERS-COM-Relationship>