

The LINQ Reveals Second Round of Tenant Brands as Construction of High Roller Observation Wheel Nears Completion

Open-air entertainment district set to debut in 2013 adds exciting concepts to already impressive tenant roster

Suggested Tweet: Caesars Entertainment welcomes @fotobar @12amrun @goorinbros @chillibbeansusa & more to @The_LINQ #thelinq

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LAS VEGAS, Sept. 3, 2013 /PRNewswire/ -- As construction continues to progress steadily at The LINQ, Caesars Entertainment's \$550 million open-air retail, dining and entertainment district, the company announced today the development's second wave of tenant brands.

(Photo: <http://photos.prnewswire.com/prnh/20130903/MM70724>)

Unique retailers will open their first Las Vegas locations including the Polaroid Fotobar retail store and museum, Chilli Beans sunglasses, Vanity Style Lounge and Goorin Bros. hat shop. Style savvy shoppers will also enjoy checking out the latest footwear at 12A.M. Run, backed by popular rapper Nas. For those interested in quenching their thirst, wine aficionados will enjoy The Stomping Grape, featuring a casual approach to lighter and healthier comfort food and drinks.

The latest list of tenants joins an existing roster of popular and trendsetting brands, such as Brooklyn Bowl and Sprinkles Cupcakes.

"We are proud of the dynamic collection of retailers, restaurateurs and entertainment venues we've assembled as part of The LINQ," said Jon Gray, the development's vice president and general manager. "Each tenant is carefully selected to ensure that the brand offering and its placement within the development help us achieve just the right mix of fun and discovery to create a truly one-of-a-kind experience on the 50-yard line of the world famous Las Vegas Strip."

Sitting directly across from Caesars Palace, nestled between The Quad Resort & Casino to the north and Flamingo Las Vegas to the south, The LINQ is designed to serve as a hub of social activity and connectivity within reasonable walking distance of more than 24,000 hotel rooms.

The LINQ was master-planned and designed by Washington D.C.-based David M. Schwarz Architects. The development design was inspired by urban warehouse districts including New York City's Meatpacking District. Visitors who experience The LINQ will find many different architectural elements and styles curated to evoke the feel of a neighborhood that has evolved over time.

Storefronts lining the pedestrian-only walkway will feature a variety of architectural styles, building materials and heights designed to express the individual character and personality of the tenant brands. Multiple patios and decks offering al fresco dining and incredible views of The Strip and High Roller will add to the energy and charm of The LINQ.

The Vortex engages visitors at the heart of The Strip

As visitors enter The LINQ from Las Vegas Boulevard they will be greeted by The Vortex, a visually

stunning architectural element created by Hetzel Design. The curvature of The Vortex canopy and the dancing colors of its intricately embedded LED-lights are meant to complement the development's crown jewel, the 550-foot Las Vegas High Roller observation wheel located at the rear of the property.

"When we designed The Vortex, we were inspired by the concept of turning the vibrancy of urban energy into a building," said Branislav Hetzel, design principal and founder of Hetzel Design. "Located at the center of The Strip, The Vortex represents the pulsating heart of Las Vegas and spreads energy through The LINQ and through the city."

Hetzel Design created the front facade of The LINQ and The Vortex feature which engages visitors at the front of the development and then melds seamlessly into architect David Schwarz's master plan for the length of the entertainment district.

The LED-lights of The Vortex may be programmed to work in tandem with the impressive 130-foot tall three-sided, full LED paneled pylon sign that marks the development's Las Vegas Boulevard entrance.

Observation Wheel reaches new heights

As tenants begin to occupy their spaces to build-out their individual store fronts within The LINQ, construction of the development's focal point, the High Roller observation wheel, continues its steady progression. In the past few weeks, the outer rim of the wheel has begun to take shape. Nearly 80 percent of the rim is completed and the remaining sections are being prepared for installation. Completion of the rim is expected by mid-September.

Installing the rim is a complex and intricate process as construction crews help to form the wheel from 28 sections. Each rim section is 56 feet long and weighs 44 tons. Sections of the rim are currently held in place with temporary radial struts, each measuring 275 feet long. As the rim is completed, the temporary struts will be replaced with four cables.

The next major construction phase of the High Roller will include the addition of the 28 glass-enclosed cabins to the rim structure. The cabins will be prepped for installation following the completion of the rim. With the addition of the cabins, the High Roller will reach 550-feet, making it the tallest observation wheel in the world.

New tenants join The LINQ line-up

While The LINQ is designed to attract the region's growing Gen X and Gen Y (ages 21-46) clientele, the mix of venues and the High Roller will hold broad appeal for the more than 20 million people who currently pass the site annually.

Recently announced tenants to join The LINQ include the following:

- **12A.M. Run**
12A.M. Run is a premier sneaker boutique offering a wide array of limited edition shoes for men, women and toddlers. Street and sport-inspired fashion will also be available for both men and women. Featured brands include Nike Sportswear, Jordan Brand, Diamond Supply, Young & Reckless, Stance, and Mitchell & Ness. Co-owned by hip-hop legend Nas, 12A.M. Run will provide the customer with an elevated shopping experience with music, fashion and art all under the same roof. Located in the heart of The Las Vegas Strip, 12A.M. Run seeks to become the hub of sneaker and street culture for the Las Vegas local and tourist alike.
- **Chilli Beans**
Chilli Beans, a Brazilian eyewear and watch brand, founded by rock 'n' roller turned entrepreneur Caito

Maia, focuses on bringing fun, fast fashions through their brand-exclusive points of sale. With their strong variety, competitive pricing, and innovative business model, they have become the largest eyewear brand in Latin America. The LINQ location is a flagship store in the United States, and one of only a few outside of Southern California.

- Ghirardelli Ice Cream and Chocolate Shop

A Ghirardelli Ice Cream and Chocolate Shop is the perfect destination to experience decadent chocolate and irresistible World Famous Hot Fudge Sundaes topped with freshly homemade hot fudge. While at a Ghirardelli Ice Cream Shop, you can also indulge in unforgettable fountain treats including shakes, floats, malts and other delectable fountain creations. There is also a tempting assortment of delicious chocolate confections and beautifully wrapped gifts. With the perfect balance of chocolate intensity and rich ingredients, you'll find only the best quality at Ghirardelli. Visitors will enjoy the unique Ghirardelli Chocolate experience at The LINQ.

- Goorin Bros.

When Cassel Goorin began his tradition of hat making in 1895, friendly neighborhood hat shops were commonplace and visited regularly. Goorin Bros. is bringing this piece of history back today with their neighborhood Hat Shops, where buying a hat is as personal and special an experience as it was in Cassel's time. Goorin Bros. features many styles for men and women from classic to modern including ball caps, fedoras, bowlers, knit caps and more. All of Goorin Bros. hats are designed at their headquarters in San Francisco. The LINQ location will feature Mahogany cabinetry and reclaimed wood flooring, tin ceilings and 24-karat gold gilded windows.

- *Polaroid* Fotobar

Polaroid Fotobar is the first of its kind, a fun and experiential retail destination that is changing the paradigm of how people "liberate" their photos and turn them into innovative and memorable products. The two-level Las Vegas location will encompass 8,500 square feet and feature a first floor retail environment as well as the *Polaroid* Museum on the second floor which will also serve as a vibrant event space for corporate and private functions of up to 300 people. Customers will have the ability to instantly print their pictures – wherever they may reside – utilizing the *Polaroid Classic Border Logo* in five different sizes. In addition, customers can turn their favorite photos into an extensive selection of custom and unique photo products from a variety of materials including canvas, stone, metal, bamboo and more.

- The Stomping Grape, a Food & Wine Experience

At The Stomping Grape, a Food & Wine Experience, guests may sample an extensive selection of wines while enjoying contemporary Californian cuisine that offers a lighter and healthier approach to comfort fare. The casual lounge will feature multiple levels of seating all offering full views of an open chef's counter that provides aroma, activity and interest to the restaurant. A long rectangular copper bar featured in the main entrance creates a sense of community and action for the diners, who will feel right at home at The Stomping Grape.

- Vanity Style Lounge

Vanity Style Lounge will offer ladies a chance to gear up for an evening out in the nightlife capital of the world. From blow outs to hair extensions and braids, Vanity Style Lounge will offer hairstyles that look effortless and trendy. Guests may also take advantage of great cosmetic services including make-up applications, manicures and pedicures and spray tans.

Previously announced tenants include Bella Scarpa, Brooklyn Bowl, Chayo Cocina, F.A.M.E., Flour & Barley, KOTO, Off the Strip, Ruby Blue, Sprinkles Cupcakes and Ice Cream, The Tilted Kilt Pub and Eatery and Yard House.

Caesars in collaboration with Caruso Affiliated, owner and operator of the popular Los Angeles shopping district The Grove, carefully selected each tenant to establish a dynamic and energetic atmosphere for The LINQ. Caruso has worked with Caesars for more than three years serving as a consultant agency for the

design, merchandising, leasing and sponsorship strategy for The LINQ.

The LINQ will open in phases beginning in late 2013. During the construction phase, The LINQ has employed about 3,000 construction workers and will create approximately 1,500 permanent jobs upon opening.

For additional information and to learn more about the individual tenant brands, please visit TheLINQ.com.

About Caesars Entertainment Corporation

Caesars Entertainment Corporation is the world's most diversified casino entertainment company. Since its beginning in Reno, Nevada, 75 years ago, Caesars has grown through development of new resorts, expansions and acquisitions and now operates casinos on four continents. The company's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Caesars 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. We are committed to environmental sustainability and energy conservation and recognize the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.

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- the effects of local and national economic, credit and capital market conditions on the economy in general, and on the gaming, hotel and shopping mall industries in particular;
- construction factors for the construction of The LINQ, including delays, increased costs of labor and materials, availability of labor and materials, zoning issues, environmental restrictions, soil and water conditions, weather and other hazards, site access matters and building permit issues;
- the ability to enter into definitive agreements with the tenants that we are in discussions with or have executed a letter of intent with;
- changes in laws, including increased tax rates, smoking bans, regulations or accounting standards, third-party relations and approvals, and decisions, disciplines and fines of courts, regulators and governmental bodies;
- acts of war or terrorist incidents, severe weather conditions, political uprisings or natural disasters;
- access to insurance on reasonable terms for our assets; and
- the effects of competition, including locations of competitors and operating and market competition.

Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995

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Photos and renderings available upon request.

SOURCE Caesars Entertainment Corporation

<http://caesars.mediaroom.com/2013-09-03-The-LINQ-Reveals-Second-Round-of-Tenant-Brands-as-Construction-of-High-Roller-Observation-Wheel-Nears-Completion>