

Caesars Entertainment And Asia Miles Announce Partnership

Partnership with Vegas-Based Hotel Group a First for Asia's Leading Travel and Lifestyle Reward Program

PR Newswire

HONG KONG and LAS VEGAS

HONG KONG and LAS VEGAS, May 7, 2014 /PRNewswire/ -- Caesars Entertainment and Asia Miles today announced the companies have formed a new partnership providing Asia Miles' global membership base greater benefits when they visit Las Vegas and beyond.

Beginning June 3, 2014, members of Asia's leading travel and lifestyle reward program will be able to earn miles when they stay two consecutive nights or more at select Caesars resorts in Las Vegas, Atlantic City, Lake Tahoe and New Orleans. Asia Miles' six million members will earn 500 miles for direct bookings at Caesars Palace, Paris Las Vegas, Planet Hollywood, Nobu Hotel at Caesars Palace, The Cromwell, Caesars Atlantic City, Harrah's Lake Tahoe and Harrah's New Orleans. Members will earn 250 miles for stays booked directly at Bally's Las Vegas, Flamingo Las Vegas, Harrah's Las Vegas, The Quad, Rio All-Suite Hotel and Harrah's Atlantic City.

"Caesars Entertainment resorts and, in particular, Caesars Palace in Las Vegas, have long served as an oasis for global travelers," said Philip Auerbach, Caesars Entertainment Senior Vice President of Hospitality and Entertainment Marketing. "As we see international travel to Las Vegas increase with greater and greater frequency, our partnership with Asia Miles will make a stay at one of our resorts even more desirable as members will have the opportunity to earn rewards for future experiences when staying with us.

"Not only will Asia Miles members be able to earn miles for Caesars resort stays, while they are with us, they will also have the opportunity to enjoy the unparalleled shopping, dining and entertainment experiences we have created for our guests," Auerbach continued. "The collaboration between Caesars Entertainment and Asia Miles is a 'win' for our companies and a 'win' for our guests; Asia Miles is an exceptional reward program and we look forward to welcoming their members as our guests."

With 25 world-class airline partners participating in Asia Miles the partnership provides an opportunity for global travelers to become more familiar with Caesars resorts and entertainment offerings available across the company's U.S. travel destination markets while also helping to broaden Asia Miles' hospitality footprint in the Americas.

"Partnership with Caesars represents a great opportunity for Asia Miles to extend our travel and lifestyle reward program across the globe and expand our footprint providing members with more ways and more chances to earn miles," said Stephen S Y Wong, Asia Miles Chief Executive Officer.

"Asia Miles is growing and we will continue to add dynamic and valuable partners in each category. With over 500 partners worldwide to earn miles and redeem awards, Asia Miles offers a wide range of partners to choose from. We will continue to work with only the highest quality partners maintaining the excitement and variety of earning opportunities and rewards redemption for our members as an award-winning reward program," Wong continued.

About Asia Miles

Asia Miles, Asia's leading travel and lifestyle reward program, was first launched in February 1999 and now has more than six million members and over 500 programme partners worldwide. Its extensive network of

partners covers 25 world-class airlines and more than 300 dining outlets.

Asia Miles is much more than a frequent flyer program offering members huge opportunities to earn miles by spending daily and redeem more than 1,800 fabulous awards from a wide range of travel and lifestyle categories including flights, hotels, dining, financial services, retail, technology brands, leisure and many others. Asia Miles members can earn miles when flying to more than 1,000 destinations worldwide.

Asia Miles is open to anyone aged 2 or above and free to join.

A multi-award winning reward program, Asia Miles is recognized as the Best Frequent Flyer Program by Business Traveller Asia-Pacific for nine consecutive years.

For more information, please visit www.asiamiles.com.

About Caesars Entertainment

Since its beginning in Reno, Nevada, more than 75 years ago, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions, and now operates on four continents. The company's resorts operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names.

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.

Caesars is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment.

For more information, please visit www.caesars.com.

SOURCE Caesars Entertainment

<http://caesars.mediaroom.com/2014-05-07-Caesars-Entertainment-And-Asia-Miles-Announce-Partnership>