

Caesars Entertainment Recognized for Commitment to Community by Bloomberg LP and Points of Light

LAS VEGAS, Dec. 8, 2014 [/PRNewswire/](#) -- Caesars Entertainment was recognized today as one of America's most community-minded companies in *The Civic 50*, an annual initiative that identifies and recognizes companies for their commitment to improve the quality of life in the communities where they do business. Points of Light, the largest organization in the world dedicated to volunteer service conducted the survey in partnership with Bloomberg LP. All companies with \$1 billion in revenue or more are invited to apply for *The Civic 50*.

"Corporate civic engagement is on the rise and it's being led by the forward-thinking businesses included on *The Civic 50* list," said Neil Bush, Chairman of Points of Light. "The correlation their efforts showcase between community engagement and employee retention, productivity and overall bottom-line benefits continues to prove that businesses that do good, do well. We congratulate this year's *Civic 50* and we hope that they continue to inspire greater investments in improving communities through corporate civic engagement."

"Civic engagement has been an essential component of our way of doing business," said Gary W. Loveman, Caesars Entertainment Chairman, President and Chief Executive Officer. "We strive to be responsible corporate citizens, and believe the success of our business hinges on the success of our communities. Nothing serves as a greater testament to this belief than seeing our team members share their time and talents to help create lasting impact in the communities in which we operate. I could not be more pleased that these efforts have been recognized by *The Civic 50*."

Caesars Entertainment was awarded first place as the most community-minded consumer discretionary company in America. Hasbro and The Hershey Company were ranked second and third, respectively. The company also achieved three top-10 "dimension" rankings: first in Integration; fourth in Institutionalization; and ninth in Social Impact. Points of Light noted Caesars' integration of community engagement in the way the company does business; responsible gaming as a core business value; Caesars' sensitivity to the environment; the investment of employee time and contributions to nonprofits; investment in employee health and wellness; and the extent to which the company drives economic development in the communities where Caesars operates.

"We are proud to be in our third year of partnering with Points of Light on *The Civic 50* survey," said Peter Grauer, Chairman of Bloomberg LP. "The data from this year's *Civic 50* survey offers valuable insights that decision makers can use to grow their businesses, transform their communities, and improve the lives of those they serve."

The Civic 50 survey was developed this year under the guidance of an academic panel of nine experts from leading universities throughout the country. The survey evaluates companies based on several criteria including how extensively and strategically resources are applied to community engagement, how a community engagement program supports business interests and integrates into business functions. Other criteria include how a company supports community engagement through its institutional policies, systems, and incentives, and how a company measures the social and business impact of its community engagement program. True Impact, a company specializing in helping organizations maximize and measure their social and business value, administered the survey.

The Civic 50 was created in 2012 to measure corporate civic engagement and recognize companies that incorporate socially responsible practices and community leadership into their culture. A working group of leading researchers, industry thought leaders and corporate advisors provided strategic guidance on the program's objectives, including defining indicators, developing methodology, and identifying partners and participants.

To view a complete list of *The Civic 50* companies for 2014 and to learn more about the importance of civic engagement in corporate America, please visit www.Civic50.org.

About Caesars Entertainment

Caesars Entertainment Corporation (CEC) is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. CEC is mainly comprised of the following three entities: the majority owned operating subsidiary Caesars Entertainment Operating Company, wholly owned Caesars Entertainment Resort Properties and Caesars Growth Properties, in which we hold a variable economic interest. Since its beginning in Reno, Nevada, 75 years ago, CEC has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 50 casinos in 13 U.S. states

and five countries. The Company's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. CEC's portfolio also includes the London Clubs International family of casinos. CEC 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. The Company 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.

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