

## Harrah's Philadelphia Announces Major Property Enhancements

Philadelphia's premier casino destination will debut a new gaming, entertainment and nightlife venue, along with new culinary experiences, including a signature restaurant by Guy Fieri, starting this Fall

CHESTER, Pa., Oct. 13, 2016 /PRNewswire/ -- [Harrah's Philadelphia](#), today announced plans to roll-out significant property enhancements, including a brand new gaming and entertainment space, The Block, which will feature live table game action and nightlife; a signature restaurant by chef, restaurateur, and *New York Times* best-selling author, Guy Fieri; a quick-service, fresh food concept; an enhanced sense of arrival with a new entrance atrium; and updated retail, including the area's first Starbucks. The development will begin this fall and all phases of the expansion project will be completed by spring 2017.

"These upgrades will provide us an incredible opportunity to further evolve Harrah's Philadelphia as the premier casino in the area not only for gaming, but as a destination of choice for first-class entertainment, nightlife and culinary experiences, all under one roof," explained Jacqueline Grace, Assistant General Manager of Harrah's Philadelphia. "Enhancing our product offering to include more diversity in our non-gaming amenities reaffirms our commitment to the metro Philadelphia market."

### The Block

This Fall, Harrah's Philadelphia will debut its new gaming and entertainment space, The Block, offering live music and concerts year-round, a party pit with live table game action, and a brand new bar and lounge. Already boasting an impressive lineup of stellar concerts and events all year long, the music venue at The Block will offer Harrah's customers a uniquely intimate concert experience, bringing fans closer to the artists than ever before. A state-of-the-art, audio-visual system and dramatic lighting will enhance performances at The Block by today's hottest deejays and up-and-coming bands.

At the center of The Block experience will be a 1,550-square-foot bar and lounge, offering signature cocktails with the freshest ingredients, daily drink specials and special happy hour menus, in an atmosphere of non-stop action, high-energy and excitement. The Bar will also feature large screen LED TVs, making it the perfect spot to cheer on your favorite sports team and watch the games all season. Guests can also create their own personalized playlists from a selection of over 10,000 music videos via their mobile device, and create their own personal party within the larger experience.

Surrounding The Bar will be a lively and interactive party experience, including blackjack tables and roulette games, offering a fun atmosphere with the hottest table game action in the area.

### Guy Fieri's Philly Kitchen & Bar

*Flavortown* comes to Philadelphia this fall, when Guy Fieri's Philly Kitchen & Bar makes its debut at Harrah's casino. Featuring Fieri's trademark culinary style, the menu will offer robust, bold-flavored dishes and signature, over-the-top culinary creations such as the award-winning, bacon mac-and-cheese burger. The restaurant will also feature unique takes on regional favorites such as the *Philadelphia cheesesteak* and a *smoked cheesesteak and roast pork & broccoli rabe sandwich with Italian sweet peppers*. Open daily for lunch, dinner and late-night dining, Guy Fieri's Philly Kitchen & Bar will offer a delicious blend of casual foods, including an extensive variety of burgers, wings, tacos and small plates for sharing. Additionally, the restaurant will offer a diverse list of wine and spirits, a creative collection of signature cocktails and over 16 craft beers.

### The Market

Harrah's renovation will also boast The Market, a unique, quick-service culinary concept with high-quality grab-and-go specialties, crafted with the finest, freshest ingredients. Offering breakfast, lunch, dinner and late-night dining options, The Market will feature delicious salads, pizzas, Italian-style deli sandwiches, baked pastas, panini and other made-to-order specialties. Additionally, The Market will offer customers a selection of house-made soups daily, yogurt parfaits, fresh fruit and juices.

The project will also include the area's first and only Starbucks, offering Harrah's Philadelphia customers a premier coffee shop experience offering the finest coffee, espresso and food selections.

### About Harrah's Philadelphia

Celebrating a decade of success in the community it serves, Harrah's Philadelphia - a Caesars Entertainment (NASDAQ: CZR) resort-is the premier casino and entertainment destination in Philadelphia. Featuring 100,000-square-feet of gaming space, including more than 2,900 slot machines, live table games and a 25-table World Series of Poker Room; several bars and restaurants; and one of the leading harness racing facilities on the East Coast, Harrah's Philadelphia offers 24-hours of non-stop action, every day of the year. Recently, the casino announced major enhancements including a brand-new, state-of-the-art entertainment venue, The Block,


featuring nightlife and live table game action; a signature restaurant by chef, restaurateur and *New York Times* best-selling author, Guy Fieri; a quick-service, fresh food concept; an enhanced sense of arrival with a new entrance atrium; and updated retail, including the area's first Starbucks. The development will begin this fall and all phases of the expansion project will be completed by spring 2017. For more information please visit [caesars.com](http://caesars.com) or [harrahshilly.com](http://harrahshilly.com).

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SOURCE Harrah's Philadelphia

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