

Caesars Entertainment Names Christian Stuart Executive Vice President of Gaming and Interactive Entertainment

## **Newly Created Role Strengthens Caesars Leadership Position in Gaming & Interactive Entertainment Experiences**

LAS VEGAS, March 28, 2017 /[PRNewswire](#)/ -- Caesars Entertainment today announced that Christian Stuart has been appointed to the newly created position of Executive Vice President of Gaming and Interactive Entertainment. He will be responsible for all gaming products and services across the company's existing portfolio of 47 casino properties located in 13 states and 5 countries, as well as the development of innovative and exciting offerings for the future of gaming.

"As technology continues to evolve, our gaming and entertainment offerings must also grow to meet the needs and expectations of our customers," said Caesars Entertainment President and CEO, Mark Frissora. "While we have excelled at creating some of the most popular gaming and entertainment experiences in the world, Christian's appointment underscores our companywide commitment to continually advance these efforts. In addition, under Christian's leadership Caesars will pursue a gaming development roadmap that creates new products, greater customer engagement and more interactive experiences. Special emphasis will be placed on mobile connectivity and apps within our worldwide resort properties."



As a member of the Senior Management Team, Stuart will also be charged with furthering Caesars efforts to intertwine mobility, technology and innovation with our best-in-class gaming, hospitality and entertainment offerings.

"Our more than 50 million Total Rewards customers have come to expect Caesars to be at the forefront of the gaming and entertainment industry. While traditional gaming technology continues to advance year after year, there are also new trends emerging for more multi-player, skill based games in social settings," said Stuart. "We will add leadership resources and capital in order to develop these new immersive technologies and interactive environments."

Melissa Price, Senior Vice President of Enterprise Gaming will continue to lead the gaming team. Under Melissa's direction as a progressive industry executive, Caesars has already executed on exciting partnerships with innovative gaming companies like GameCo™ and Gamblit™ – who have married skill-based gaming in an interactive video game setting. Melissa will ensure the company remains focused on its core gaming customers while at the same time deploying a rapid test and learning agenda to trial these new technologies and offerings.

Caesars will also look to expand its customer base and partner with new, emerging industries. In the past year alone, Caesars has played host to Amazon's first-ever eSports tournament for mobile games, launched Las Vegas' first virtual reality lounge featuring Oculus Rift®, and will be hosting the Gears Pro Circuit™ Open at Bally's Atlantic City. The upcoming event is an open eSports circuit for "Gears of War 4," the latest interactive video game developed by the Coalition and published by Microsoft® Studios for Microsoft® Windows® and Xbox One®.

In his new capacity, Stuart will work alongside gaming vendors, innovation teams, gaming content

providers and start-ups to ensure Caesars continues to be the worldwide leader in all forms of gaming.

During his 12-year tenure with Caesars Entertainment, Stuart has gained considerable exposure and experience in both the gaming and hospitality sides of the business. He has worked closely with corporate, property and senior management and most recently served in the position of Senior Vice President and Chief of Staff to Caesars Entertainment President and CEO, Mark Frissora.

Stuart also brings a wealth of experience in analytics, operations, finance and marketing, having worked in several Caesars Entertainment markets including New Orleans, Gulf Coast, London, Egypt, South Africa and now Las Vegas. When Stuart first joined the Las Vegas team in 2012, he worked as General Manager of The Cromwell, Flamingo Las Vegas and The LINQ Hotel & Casino and also served as Regional Chief Marketing Officer. Recently honored with VEGAS INC's *40 Under 40* award, Stuart has been recognized as a thought leader in the Las Vegas community.


### **About Caesars Entertainment Corporation**

Caesars Entertainment Corporation (CEC) (Nasdaq: CZR) 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 47 casinos in 13 U.S. states and five countries. CEC's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. CEC's portfolio also includes the London Clubs International Limited 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. CEC 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](http://www.caesars.com).

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