

Caesars Entertainment Reveals Brand New Amenities, Upscale Dining and Celebrity Attractions at Its Atlantic City Resorts

\$200 Million in Renovations to Caesars' Iconic Destinations, Just in Time For Summer

ATLANTIC CITY, N.J., July 7, 2017 /PRNewswire/ -- [Caesars Entertainment Corporation](#) - which owns [Bally's](#), [Caesars](#) and [Harrah's Resort](#) in Atlantic City - recently completed over \$30 million in enhancements to Harrah's Resort, located in Atlantic City's sophisticated Marina District, just in time for the summer season. The hotels' staggering upgrades include the addition of several new restaurants; a complete restoration of its iconic pool and nightclub, *The Pool After Dark*; and a fresh redesign and enhancement of 450 guestrooms and suites – bringing Caesars total reinvestment into its Atlantic City resorts to \$200 million over the last three years.

"Building on the highly-successful openings of the Wild Wild West at Bally's and our \$125 million Waterfront Conference Center at Harrah's Resort, we are excited to complete our master-plan enhancement project just in time for summer, and debut our finely-appointed Bayview rooms and suites, three world-class dining experiences and an upgraded nightlife experience at Harrah's Resort," explained President of Bally's and Caesars, Kevin Ortzman, and Rick Mazer, Regional President for Harrah's Resort, in a joint statement. "Atlantic City, with its iconic beach and world-famous Boardwalk, has been a mainstay summer destination for decades and our resorts – Bally's, Caesars and Harrah's – are committed to offering guests first-class, Vegas-style experiences - without the flight."



Several new restaurants have arrived at **Harrah's Resort Atlantic City** in anticipation of summer. Casual dining options now include **A.C. Burger Co.**, which offers a modern take on classic and signature burgers and also features an extensive craft beer menu and creative, one-of-a-kind "adult" milkshakes; **Coastal Craft Kitchen + Bar**, designed to encourage the ultimate social experience with shared plates and a lively, weekend boozy-brunch scene; **Veracruz**, a restaurant inspired by Mexican and Spanish street fare, including classic Spanish paellas, tuna tartare nachos and a wide variety of Margaritas, Sangrias and Spanish and Latin American wines; and **Guy's Sammich Joint**, a first-of-its-kind quick service concept created by Food Network personality, restaurateur and author, Guy Fieri. These restaurants join the ranks of classic Caesars favorites including **Guy Fieri's Chophouse at Bally's**, a traditional steakhouse with a twist; **Gordon Ramsay Pub & Grill at Caesars**, the best spot in Atlantic City for a true, authentic British Pub experience; **Martorano's Italian Restaurant at Harrah's Resort**, Steve Martorano's very first restaurant location in the northeastern United States and known to have "the best homemade meatballs in the world," and **Nero's Italian Steakhouse at Caesars**, the classic Italian steakhouse that boasts the absolute best view of the Atlantic Ocean and Boardwalk in Atlantic City.

Harrah's Resort also completed a multi-million-dollar overhaul of its vastly popular Atlantic City club, **The Pool After Dark**. The nightclub now features a glass-enclosed heated dome, upgraded cabanas and bungalows, a new elevated stage and DJ area, dance floor and massive LED walls for celebrity performances. The venue's second floor balcony offers first-class cocktail service and gaming paired with energetic cage dancers, all with 180-degree aerial views of electric scene below. Recent A-list celebrity appearances include Paris Hilton, DJ Pauly D, Nick Cannon, Amber Rose and countless others. Additional nightlife experiences at Caesars resorts

include **#BarWithNoName at Harrah's Resort**, a new lobby bar that offers a relaxed, casual environment for hotel guests to grab a specialty drink or classic cocktail at their leisure; **Eden Lounge at Harrah's Resort**, revealing a laid-back side of Atlantic City nightlife with daily live entertainment with no cover charge; and **X Bar at Harrah's Resort**, located in the middle of all the action on the Harrah's Resort Atlantic City casino floor. On the Boardwalk, **Bally's Wild Wild West** is the premier destination for the area's top bands and live music, offering an exciting environment with beer pong, a mechanical bull, games and great bites – home to **Guy's Bar-B-Que Joint by Guy Fieri**. Lastly, on par with the official kick off to summer, **Bally's Bikini Beach Bar** is now open. The popular hangout offers the ultimate outdoor fun where margaritas, rum punch and specialty drinks flow from day to night; complete with bikini-clad waitresses, upscale cabanas and Oceanside views. When the sun goes down, a beach party commences every night, rocking to some of the city's best DJs and local bands.

450 guestrooms and suites in Harrah's Resorts' Bayview Tower have a fresh re-design and curated in-room guest experience, courtesy of the Las Vegas-based design firm, Marnell Companies. Bayview rooms, which boast approximately 600-square-feet of space, now feature rich hues of lavender and blue accent colors, contrasting white and gray tones, and contemporary furniture - including a vanity dressing area. Freshly-appointed, modern bathrooms offer oversized showers, while select rooms also include luxurious baths and signature amenities.

The enhancements of Caesars Atlantic City properties further complement the resorts' appeal among Northeastern travel destinations. From first-class dining to entertainment and nightlife, Caesars' added amenities and newest features are sure to provide a variety of ways to beat the heat all summer long!

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About Caesars Entertainment Corporation

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, Inc. ("CEOC"), wholly owned CERP and Caesars Growth Properties, LLC, in which we hold a variable economic interest. Since its beginning in Reno, Nevada, 79 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 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.

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