

Caesars Entertainment's Total Rewards® Loyalty Program Wins "Best Players Club" by USA TODAY's 2018 10Best Readers' Choice Awards

**Total Rewards has more than 55 million members and offers access to exclusive experiences at more than 40 Caesars Entertainment properties around the world**

LAS VEGAS, Oct. 9, 2018 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ: CZR), the world's most diversified gaming and entertainment company, today was awarded the "Best Players Club" by USA TODAY's 2018 10Best Readers' Choice Awards for its Total Rewards® loyalty program. With more than 55 million members, Total Rewards offers access to exclusive experiences at more than 40 Caesars Entertainment properties. To learn more, visit <https://www.caesars.com/total-rewards>.

"Total Rewards continues to set the standard for loyalty within gaming and entertainment," said Mark Frissora, President and CEO of Caesars Entertainment. "Not only does it act as a tourism driver for the cities and destinations where Caesars Entertainment operates, it allows our members to have access to an unparalleled portfolio of world-class entertainment, celebrity chef restaurants, luxury hotel offerings and best-in-class gaming experiences, which create unforgettable memories."



Total Rewards launched back in 1997 and was the first fully integrated national player rewards program. Connecting players with Caesars Entertainment properties around the world, the program brings together exciting and elite experiences for gaming, entertainment, dining, hospitality, spas and shopping. Guests can access Total Rewards by visiting [this website](#) or downloading the *play by Total Rewards* App, where they can track and redeem their credits.

Nominees for the 10Best Readers' Choice Awards are chosen by a panel of relevant experts, including a combination of editors from USA TODAY and 10Best.com and relevant expert contributors. All voting is digital and open to the public.

### **About Caesars Entertainment Corporation**

Caesars Entertainment is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Since its beginning in Reno, Nevada, in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 49 casinos in 13 U.S. states and five countries. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars Entertainment's portfolio also includes the Caesars Entertainment UK family of casinos. 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 Entertainment is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment.

<http://caesars.mediaroom.com/2018-10-09-Caesars-Entertainments-Total-Rewards-R-Loyalty-Program-Wins-Best-Players-Club-by-USA-TODAYs-2018-10Best-Readers-Choice-Awards>