

Caesars Entertainment Appoints Juliana Chugg To Board Of Directors

LAS VEGAS, Dec. 13, 2018 [/PRNewswire/](#) -- Caesars Entertainment Corporation (NASDAQ: CZR) today announced the appointment of Juliana Chugg to its Board of Directors, subject to required regulatory approvals. Chugg currently serves as a member of the VF Corporation Board of Directors, where she is a member of the Nominating and Governance, Talent and Compensation and Executive committees.

"Juliana has extensive senior executive experience and has successfully managed all aspects of multi-billion-dollar businesses, including operations, strategy, product innovation, marketing, e-commerce, branding and licensing," said Jim Hunt, Caesars Chairman of the Board. "Juliana's global general management and brand stewardship perspectives bring a welcome addition to the Caesars boardroom as the Company implements strategies focused on creating long-term shareholder value."



Chugg served as Chief Brand Officer of Mattel Incorporated from 2015-2018. She was responsible for \$6 billion of revenue, leading iconic brand franchises in all sales channels, licensing, global content management, and margin improvement, among other responsibilities. Prior to that, Juliana worked for General Mills from 1996-2014. After holding a series of increasingly senior positions in the company's Pillsbury Division, she served as General Mills Senior Vice President and President Meals Division from 2010-2014 where she directed a \$2 billion business of globally-recognized food brands.

"Caesars Entertainment is focused on realizing the full potential of its iconic brands. We have a rich variety of branding and licensing possibilities, as well as the opportunity to further evolve omnichannel marketing of our core products, services and industry-leading loyalty program, Total Rewards," said Mark Frissora, President and CEO of Caesars Entertainment. "Juliana brings the Caesars Board important experience in these areas."

"I'm pleased to join the Caesars board to support the further development and implementation of the Company's exciting growth strategies," Chugg said. "I look forward to partnering with the board and management team to help Caesars achieve its rightful business leadership position among the most recognized brands in the world, in part by generating sustainable value for shareholders."

Prior to joining the VF Corporation Board in 2009, Chugg served as a Director of the H.B. Fuller Company from 2007-2013. Juliana has a Bachelor of Business degree from the University of South Australia.

With the addition of Juliana Chugg, Caesars Entertainment's Board of Directors will consist of 12 members.

**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. 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. For more information, please visit [www.caesars.com/corporate](http://www.caesars.com/corporate).

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