

Caesars Entertainment Announces Plans For First Non-Gaming Hotel In The U.S., Introduces Caesars Republic Brand

Caesars Republic Scottsdale to Break Ground in Second Half 2019

LAS VEGAS, Jan. 28, 2019 /PRNewswire/ -- Caesars Entertainment Corporation (NASDAQ: CZR), the world's most diversified casino-entertainment company today announced plans to open Caesars Republic Scottsdale, its first non-gaming hotel in the United States, as part of its plan to expand its brands and loyalty network through its licensing strategy.

High-res image and video can be downloaded [here](#).

Caesars Republic Scottsdale will be located adjacent to the region's premier luxury retail destination, Scottsdale Fashion Square, and will be a four-star hotel developed by HCW Development and operated by Aimbridge Hospitality. Caesars Entertainment will license its brand, advise on design elements and integrate the industry's leading loyalty network, Total Rewards.

"Caesars Republic Scottsdale represents the introduction of a new world-class brand and further progress on our strategy to expand our non-gaming business into premier destinations," said Caesars Entertainment President and Chief Executive Officer, Mark Frissora. "This project will be our first non-gaming asset in the United States and demonstrates the global strength of the Caesars brand. We look forward to partnering with HCW Development and Aimbridge Hospitality to create a world-class experience in one of the nation's most desirable communities."

This modern 11 story glass structure with 266 rooms will be developed at the intersection of North Goldwater and East Highland Avenue. This high-profile location will allow the Caesars Republic Scottsdale guests the ability to walk to the state's most elegant mall.

The interior décor will feature rich textures and strong architecture, juxtaposing soft curves and bold accents in a chic and classy lobby, with designs curated throughout the guest rooms. The first-floor bar will be the spot for an after-work cocktail or glass of wine after a day of shopping. The signature restaurant will feature a sophisticated, high-energy environment that will synergize with surrounding trade areas, catering to both locals and hotel guests alike. There will be an abundance of outdoor seating on the patio with fantastic views of Camelback Mountain. In addition, there will be a coffee shop, ideal for a casual business breakfast or as a grab-and-go option for those on the run.

The guest room experience will set the standard for rooms and amenities in Scottsdale. In addition to the mixture of kings, double queens, one and two-bedroom suites, the hotel will also feature a bridal suite, and on the 11th floor, five luxury entertainment suites. On the second floor, there are five breakout rooms which will accommodate up to 40 people each or can be opened for events up to 200. The second-floor executive board room is capable of seating 16 at a permanent table.

Caesars Republic Scottsdale will house a 7,000-square foot column-free ballroom with 34-foot sliding glass doors which open out onto the adjacent lawn, suitable for outdoor events for up to 600 people. The ballroom is divisible into four sections and can accommodate banquets up to 500. The ballroom's LED lighting system will allow event organizers to customize the look and feel of their event with the ability to change the ceiling color. Additionally, the ballroom will feature a cutting-edge sound, internet and audio-visual system.

The most stunning part of Caesars Republic Scottsdale will be the 7th floor, encompassing a rooftop pool and bar - the only rooftop pool in Scottsdale - featuring breathtaking views of Camelback Mountain. The pool will host activities such as yoga at 9 and champagne at 11. The rooftop bar will feature specialty drinks by HCW's award-winning mixologist. There will be weekend brunches and lively afternoon energy year-round. This area will also serve as private event space for exclusive groups or company events. Adjacent to the pool will be the hotel's state-of-the-art fitness center.

"We are very excited to work alongside our new partners to introduce the Caesars Republic brand to the world," said Richard Huffman, Chief Executive Officer and President of HCW Development. "Scottsdale is a vibrant community and we are confident that this high-end facility will provide a truly unique and dynamic experience to both locals and guests traveling from afar."

Caesars Republic offers a new kind of lifestyle hotel experience; the first brand from Caesars Entertainment designed exclusively for non-gaming hotels. Caesars Republic is a brand with an edge: it inspires the

imagination, pushes creative boundaries and collaborates with trendsetters.

The brand pays homage to the dynamic energy of Las Vegas – celebrating rebellious spirits and beckoning its guests to unleash their alter egos. Just as all republics are social in nature, Caesars Republic incorporates thoughtful details and brand rituals to facilitate connections among its guests.

No two hotels within the brand will be exactly alike – everything from the décor to the culinary offerings are inspired by local traditions and tastemakers. Caesars Republic taps into the unique pulse of each host city, amplifying its energy and culture.

"We are honored to partner with Caesars Entertainment and add a hotel with the iconic Caesars brand to our management portfolio," said Aimbridge Hospitality President and Chief Operating Officer, Robert Burg. "We share Caesars' commitment to operating excellence and look forward to managing Caesars Republic Scottsdale."

Scottsdale is an ideal market for the introduction of the Caesars Republic brand. Scottsdale hosted an estimated 4.5 million overnight visitors and 4.4-million-day trip visitors in 2017. Caesars Republic Scottsdale will be located just north of Scottsdale Fashion Square. Owned and operated by Macerich (MAC), Scottsdale Fashion Square features an elevated luxury wing anchored by Neiman Marcus, plus a new flagship Apple, and more than 200 shopping and dining options including market exclusives Saint Laurent and a recently announced Nobu.

"Our market-dominant Scottsdale Fashion Square is the natural home for the innovative new Caesars Republic hotel concept," said Ed Coppola, President, Macerich. "The addition of this exciting new hotel is part of the next phase of development for our exceptional mixed-use property, which also will introduce Class A office space and upscale residences to bring even more value to this one-of-a-kind destination."

This announcement follows the late 2018 opening of Caesars Entertainment's two beachfront luxury resorts and beach club on Meraas' Bluewaters Island in Dubai. Additionally, Caesars announced plans last year to develop a non-gaming Caesars Palace resort along the coast of Puerto Los Cabos, Mexico.

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, visit www.caesars.com/corporate.

Project team currently includes BRP Architect firm out of Springfield, MO; Studio 11 Interior Design from Dallas, Texas; Transaction handled by LeDonna Sponberg of CBRE's Phoenix office.

About HCW

HCW is a nationwide real estate property development, management and hospitality company with offices in Wichita, KS, Branson, MO and Phoenix, AZ. HCW's diverse portfolio spans from full-service hotels and retail to multifamily apartments and condos. HCW has developed over \$2 billion in real estate. For more information about HCW please visit www.hcwdevelopment.com or call 417.332.3400.


About Macerich

Macerich, an S&P 500 company, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States.

Macerich currently owns 52 million square feet of real estate consisting primarily of interests in 47 regional shopping centers. Macerich specializes in successful retail properties in many of the country's most attractive, densely populated markets with significant presence on the West Coast, Arizona, Chicago and the Metro New York to Washington, DC corridor. A recognized leader in sustainability, Macerich has earned NAREIT's prestigious "Leader in the Light" award every year from 2014-2018. For the fourth straight year in 2018 Macerich achieved the #1 GRESB ranking in the North American Retail Sector, among many other environmental accomplishments. Additional information about Macerich can be obtained from the Company's website at www.Macerich.com

SOURCE Caesars Entertainment

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Additional assets available online:  [Photos \(1\)](#)

<http://caesars.mediaroom.com/2019-01-28-Caesars-Entertainment-Announces-Plans-For-First-Non-Gaming-Hotel-In-The-U-S-Introduces-Caesars-Republic-Brand>