

The New \$223 Million LINQ Hotel & Casino will incorporate The LINQ Promenade and The High Roller Observation Wheel to Create Iconic Center Strip Social Hub

2,256 Urban, Modern Rooms and Suites Featuring a Reimagined Pool, New Spa, Gathering Spaces, Bars and Lounges – Introductory Rates Starting at \$89

LAS VEGAS (July 1, 2014) – Caesars Entertainment announced its newest property today, unveiling The LINQ Hotel & Casino as the latest addition to its portfolio of iconic Las Vegas resorts. Located at the heart of Center Strip at 3535 Las Vegas Boulevard, the LINQ Hotel & Casino is a complete re-imagining of the current Quad Resort & Casino. The Las Vegas hotel will feature 2,256 brand new rooms and suites, a completely renovated welcome experience built around a signature lobby bar, all new retail and spa amenities and a dynamic new pool deck to deliver an entirely new guest experience. Combined with the world's largest observation wheel, the High Roller, and The LINQ retail, dining and entertainment promenade, The LINQ Hotel & Casino is set to become the new social center of Las Vegas and will welcome its first guests beginning on Oct. 30, 2014. Guests can now book reservations online at www.TheLINQ.com or by calling 855-891-6863.

The LINQ Hotel & Casino will be the premier portal to the LINQ promenade, which offers 12 restaurants, 8 bars, 14 retail shops and two concert venues and is anchored by the tallest observation wheel in the world, the High Roller, recently named by Travel & Leisure as the "World's Coolest New Tourist Attraction."

"With The LINQ, we pioneered the creation of a new type of space for the changing Las Vegas consumer," said Tariq Shaukat, Executive Vice President and Chief Marketing Officer of Caesars Entertainment. "The LINQ Hotel & Casino will continue this revolutionary approach by offering a complete lifestyle experience at one of the best locations in Las Vegas. The resort will provide guests with a highly social and connected environment, with all the great restaurants, shops and experiences available at the LINQ promenade right at their fingertips."

The LINQ Hotel & Casino will feature design details and elements with an eye towards social interaction and catering to the "connected" consumer.

URBAN INSPIRED HOTEL ROOM DESIGN

The new resort will boast 2,256 rooms including 204 suites along with 29 cabana suites with private access to the all-new pool area. The standard room features a fresh, modern design with floor to ceiling windows, boasting views of the iconic Las Vegas Strip or the High Roller. The centerpiece of the room design will be three distinct accent wall murals featuring stylized interpretations of vintage Las Vegas glamour. Suites will be available at www.anthologysuites.com

For more details on room design and features visit: <http://www.caesars.com/thelinq/news.html>

DIGITALLY CURATED RESORT EXPERIENCE

The guest arrival experience will be centered around an automated check-in process, and a concierge touchscreen option for immediate bookings of favorite dining and entertainment offerings. At the heart of The LINQ Hotel & Casino, the all new lobby bar experience will feature a unique beverage program with wines on tap, and table games. High speed Wi-Fi will be available throughout the resort in all common areas, hotel rooms and on the gaming floor with guests able to stay connected seamlessly between The LINQ Hotel & Casino and the LINQ promenade. For more details on the resort amenities and unique touches visit: <http://www.caesars.com/thelinq/news.html>

"The LINQ Hotel & Casino will immerse guests into social lifestyle experiences through provocative yet approachable modern offerings," said Bob Morse, President of Hospitality of Caesars Entertainment. "This new hotel is bold, graphic, social and digital with dynamic community spaces designed for the socially engaged traveler."

RETAIL, RESTAURANT AND ENTERTAINMENT OFFERINGS

The new hotel will also incorporate a redesigned north entry complete with retail and quick-service dining concepts. The resort will continue to offer the best in entertainment and dining.

For a complete listing of restaurant and entertainment options available at The LINQ Hotel & Casino visit: www.caesars.com/thelinq/news.html

THE LINQ HOTEL & CASINO

Website: www.TheLINQ.com

Total Vegas Blog: <http://blog.totalrewards.com/las-vegas/>

Facebook: <http://facebook.com/TheLINQ>

Twitter: <http://twitter.com/TheLINQ> follow @TheLINQ on Twitter and Instagram for the "Coming Soon" video

Instagram: <http://instagram.com/TheLINQ>

Phone Number: (855) 891-6863

About The LINQ Hotel & Casino

Caesars Entertainment Corporation, the world's largest casino-entertainment company, announces The LINQ Hotel & Casino as the first destination resort designed for the socially-connected traveler. Quick to become Las Vegas' new iconic center Strip social hub, The LINQ Hotel & Casino encompasses The LINQ promenade and High Roller observation wheel, creating one distinctive destination. Following a \$223 million renovation, the resort will welcome its first guests beginning Oct. 30, 2014. Positioned between the Flamingo Las Vegas and Harrah's Las Vegas at the heart of center Strip at 3535 Las Vegas Boulevard South, The LINQ Hotel & Casino will feature a total of 2,256 rooms including 204 suites and 29 cabana suites. In spring 2015, the hotel will open a reimagined pool deck offering two pools and day club experience, new 15, 000-square foot spa and fitness center, Vortex Roof Deck, additional retail, and the all-new Living Room bar. The new experience throughout the entire resort, from arrival, to the rooms to the pool and spa is designed by architect Elkus Manfredi and architect of record Bergman, Walls & Associates. For more information visit www.TheLINQ.com, like us on Facebook <http://facebook.com/TheLINQ> or follow us on Twitter <http://twitter.com/TheLINQ>.

About The LINQ Promenade & High Roller

Caesars Entertainment is redefining the iconic Las Vegas skyline with The LINQ promenade, an open-air shopping, dining and entertainment district, anchored by the world's tallest observation wheel, the Las Vegas High Roller. Located at the heart of the world-famous Las Vegas Strip, The LINQ promenade features more than 30 unique retail, dining and entertainment venues and plays host to a variety of special events, festivals and more. Topping out at 550 feet, the High Roller observation wheel is the focal point of the unique urban entertainment district. The wheel's 28 glass-enclosed cabins feature an interactive experience including video and music that fade away to unveil spectacular views of the famed resort city in the 30 minutes it takes to complete one full revolution. Each cabin accommodates up to 40 people. Cabins are available for individual or group experiences. For more information, visit TheLINQ.com.

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