

Caesars Entertainment Launches the First U.S. Hotel Booking Service on WeChat for the Chinese Market  
**For the first time, Chinese leisure travelers can book hotel rooms at nine Caesars Entertainment Las Vegas resorts via WeChat**

**LAS VEGAS (Sept. 8, 2016)**– Continuing its longstanding relationship with the leading social communication app WeChat, Caesars Entertainment Corporation ([Caesars Entertainment](#)) launches a hotel booking function on the WeChat platform, becoming the first U.S. company of its kind to market its resorts to Chinese tourists through China’s most popular social app.

The first phase of WeChat Booking is expected to begin Sept. 15 and will connect nearly 24,000 rooms across the nine Caesars Entertainment affiliated resorts in Las Vegas, Nev. to Caesars Entertainment’s official account on WeChat. Chinese users can explore these luxurious accommodations and, for the first time, book their U.S. hotel room without an intermediary like an online travel agent or tour operator.

Over the next two years, Caesars Entertainment plans to add its entire portfolio of U.S. resorts throughout 13 states to WeChat Booking.

“Our longstanding marketing relationship with WeChat has been an integral part of our efforts to welcome Chinese guests to our resorts and capture the potential of the country’s rapidly growing leisure travel market,” said Bruce C. Bommarito, Vice President of International Marketing for Caesars Entertainment. “Through WeChat Booking, we have the ability to reach this valuable audience directly, based on our deep understanding of the uniqueness of China’s e-commerce market and Chinese travelers’ needs.”

“We are excited to help Caesars Entertainment connect to hundreds of millions of Chinese WeChat users through a seamless tourist experience,” said Juliet Zhu, Marketing Head of WeChat. “This new campaign is a sign of Caesars Entertainment’s trust in our continued efforts to provide secure and convenient services to our users. WeChat is proud to be the partner of choice for companies both in and outside of China, providing them with an ideal platform for success with our huge user base and all-in-one services.”

WeChat had 806 million monthly active user accounts globally as of the second quarter of 2016. Its safe and convenient payment service has also gained great popularity and trust among users. The aggregate number of user accounts that have integrated bank cards with the payment services of WeChat and Mobile QQ, another flagship product of WeChat’s parent company Tencent, reached 300 million as of March 2016.

To celebrate the launch of WeChat Booking, Caesars Entertainment will offer exclusive room rates at its Las Vegas resorts to its WeChat followers from Sept. 15 to Oct. 30 with a travel window of Sept. 15, 2016 through Jan. 31, 2017 (certain restrictions and some blackout dates may apply).

On Sept. 15, Caesars Entertainment’s existing WeChat followers will receive a broadcast message with an embedded booking option for an unprecedented selection of Las Vegas hotel rooms and exclusive room rates.

Any WeChat user can start booking with the special rates by scanning the QR code to follow Caesars Entertainment’s account and receive the broadcast message or by clicking the “book now” tab on Caesars Entertainment’s account.

WeChat users can book rooms in RMB with WeChat Pay. The final bill will be settled in USD on a dynamic daily rate.

Once reservations are confirmed, users will receive a confirmation message through WeChat. Any reservation can be cancelled 72 hours prior to the arrival date.

Follow Caesars Entertainment on WeChat:

WeChat ID: kaisaguanfang

### **About WeChat**

WeChat envisions and innovates new ways for people to connect, communicate and share. A mobile social communication app designed for smartphone users, WeChat is one of the world's fastest growing social apps with hundreds of millions of users internationally. WeChat empowers users in fun and dynamic ways, by bringing together messaging, social communication and games in one seamless, interactive experience, with comprehensive privacy and security settings that can be tailored as needed. WeChat provides a central point of control for users to share voice, photos, videos, and text messages across their entire social eco-system. Through Official Accounts, WeChat allows brands to deliver rich and high-touch appealing content experiences to engage with and grow their communities. WeChat is available free to download on Android, iOS, Windows operating system, web version and Mac for desktop version.



### **About Caesars Entertainment Corporation**

Caesars Entertainment Corporation (CEC) is the world's most diversified entertainment provider and the most geographically diverse U.S. entertainment company. CEC is mainly comprised of the following three entities: the majority owned operating subsidiary Caesars Entertainment Operating Company, the wholly owned Caesars Entertainment Resort Properties and Caesars Growth Properties, in which we hold a variable economic interest. Since its beginning in Reno, Nevada, 75 years ago, CEC has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 50 casinos in 13 U.S. states and five countries. The Company's affiliated resorts operate primarily under the Caesars<sup>®</sup>, Harrah's<sup>®</sup> and Horseshoe<sup>®</sup> brand names. 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. The Company 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](http://www.caesars.com).

### **FORWARD LOOKING STATEMENT**

This release includes “forward-looking statements” intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. You can identify these statements by the fact that they do not relate strictly to historical or current facts. These statements contain words such as “expected” and “plans” or the negative or other variations thereof or comparable terminology. In particular, they include statements relating to, among other things, future actions and future performance, and future financial results of CEC. These forward-looking statements are based on current expectations and projections about future events.

You are cautioned that forward-looking statements are not guarantees of future performance or

results and involve risks and uncertainties that cannot be predicted or quantified and, consequently, the actual performance of CEC may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, but are not limited to, the following factors, as well as other factors described from time to time in our reports filed with the Securities and Exchange Commission (including the sections entitled “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” contained therein):

- the effects of competition, including locations of competitors and operating and market competition;
- the effects of local and national economic, credit and capital market conditions on the economy in general, and on the gaming, hospitality and hotel industries in particular;
- the effects of environmental and structural building conditions relating to our properties;
- changes in laws, including increased tax rates, smoking bans, regulations or accounting standards, third-party relations and approvals, and decisions, disciplines and fines of courts, regulators and governmental bodies;

Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. CEC disclaims any obligation to update the forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated, or if no date is stated, as of the date of this press release.

###

---

<http://caesars.mediaroom.com/news-releases?item=125573>