

Caesars Entertainment Expands Total Rewards Air, Signs Three Year Deal with Sun Country and Via Airlines

Sun Country and Via to start operating regular flights to Atlantic City, Laughlin, Nevada, Tunica and Biloxi, Mississippi this year

LAS VEGAS, June 4, 2015 [/PRNewswire/](#) -- Caesars Entertainment Corporation's Total Rewards Air, the gaming industry's largest domestic charter service, is enhancing its commercial operation by entering into long-term agreements with Sun Country and Via Airlines.

In addition, new technology by Total Rewards Air will allow for ease of booking flight and hotel packages beyond its traditional passenger base of Total Rewards members. The scheduled charter flights to Atlantic City, Laughlin, Nevada, Tunica and Biloxi, Mississippi, will include both invited members of the company's award-winning loyalty program as well as retail guests seeking an escape to the leisure destinations.

"Expanding our service is a natural evolution of the program," said Blake Segal, Caesars Entertainment Vice President of Global Operations. "Total Rewards Air allows our loyal guests to more easily access our resorts and also serves as an economic catalyst for these regions by opening the destinations to a new audience who may not otherwise have had the opportunity to travel to these locations."

The expanded service will include more than 1,800 flights annually to the Total Rewards Air primary destination hubs of Atlantic City, Laughlin, Nevada, Tunica and Biloxi, Mississippi. Total Rewards Air flies more than 100,000 passengers per year. Sun Country Airlines and Via Airlines will serve as the main operating partners for Total Rewards Air and will service more than 100 origin cities across the United States including major North American markets such as Dallas, Atlanta, Chicago, Detroit, Los Angeles, Denver, Edmonton and Toronto, as well as smaller regional markets such as Monterrey, California, Bismarck, North Dakota, Midland, Texas and Colorado Springs, Colorado. Starting this summer, Sun Country Airlines will operate one Boeing 737-700 while Via Airlines will operate five Embraer 145 regional jets on behalf of Total Rewards Air. Via's regional jets will operate from private aviation terminals (Fixed Based Operators) affording guests the opportunity to experience a true, VIP private jet experience eliminating the long lines and early check-in associated with commercial airline terminals.

"Sun Country is honored to be partnered with an iconic organization like Caesars Entertainment," said Eric Curry, Sun Country Vice President of Sales and Customer Experience. "We are looking forward to providing Caesars' guests with the high standard of service that is the hallmark of both of our companies."

"Via Airlines has been operating flights for Caesars since 1997 and we are honored to continue and expand our relationship with Caesars and Total Rewards Air," said Mitch Pizik, Via Airlines Executive Vice President of Marketing. "Through our fleet of owned and leased Embraer jets we look forward to expanding our relationship with one of the most recognizable brands in the world that is synonymous with quality and customer service."

Summer flight routes are now available for booking. Visit TotalRewards.com/TotalRewardsAir for a complete schedule and additional information.

About Caesars Entertainment

Caesars Entertainment Corporation (NASDAQ: CZR) is the world's most geographically diversified casino-entertainment company. Since its beginning in Reno, Nevada, more than 77 years ago, Caesars has grown through development of new resorts, expansions and acquisitions, and now operates casinos on three continents. The company's resorts operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names. Caesars also owns the London Clubs International 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 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.

About Via Airlines

Founded in 1997, Via has grown to become a leading air charter provider for gaming companies, sports teams and group charters. In addition, as the direct air carrier for Via Air, LLC, Via operates U.S Government Essential Air Service routes. For more information visit: www.flyviaair.com

About Sun Country


Sun Country Airlines (MN Airlines, LLC d.b.a. Sun Country Airlines) is based in Minneapolis/St. Paul, Minnesota. The award-winning airline, which flies to popular destinations across the U.S., Mexico, Central America and the

Caribbean, has earned a reputation for offering world-class service at an affordable price. Sun Country Airlines is ranked as one of the Top 10 Domestic Airlines by Conde Nast Traveler Readers' Choice Survey, 2014. The airline offers vacation packages through Sun Country Vacations, a program that allows travelers to book airfare, hotel, rental cars, tour attractions and more in a single, convenient transaction. The Hometown Airline also offers Sun Country Charters-taking your private charter group virtually anywhere with a commitment to reliable and customized service. For more information, visit suncountry.com.

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