



## WHO WE ARE

Caesars Entertainment joins two successful gaming leaders, Caesars Entertainment and Eldorado Resorts, who have come together to create the largest and most diversified collection of destinations across the U.S.

Boasting many of the world's most prestigious gaming brands, including Caesars Palace®, Harrah's®, Horseshoe®, Eldorado®, Silver Legacy®, Circus Circus® Reno and Tropicana®, among many others, we are *the* global leader in gaming and hospitality. While each of our over 55 world-class resorts offer its own unique amenities, all share a common goal of providing unparalleled family-style service and exhilarating experiences.

Your Empire awaits.

## OUR BRAND STORY

Caesars Entertainment Corporation and Eldorado Resorts, Inc. came together in 2020 to create the largest gaming company in the U.S. – Caesars Entertainment. Each company brings a rich, storied history that positions us to be the global leader in the gaming industry as we embark on this exciting new chapter.

It is a story of vision, heart and, above all else, family values.

The Caesars Entertainment corporate legacy began in 1937 when Bill Harrah opened Harrah's Bingo Club, a modest establishment in Reno, Nevada. What began as a single property expanded over the years to offer more than 50 dazzling casinos worldwide. In 1947, Flamingo Hotel & Casino became the first casino on the Las Vegas Strip and by 1973, Harrah's was the first casino company listed on the New York Stock Exchange.

Meanwhile, three other leaders in the gaming industry – Benny Binion, Jay Sarno and Donald Carano – were busy making their own history.

In 1963, Jack Binion became president of the Horseshoe Casino in Las Vegas. Seven years later he hosted the first World Series of Poker, which would later grow to become the largest poker tournament in the world.

Jay Sarno made his mark by building Caesars Palace - a world where every guest is treated like a Caesar –in Las Vegas. Seeking to create an opulent experience unlike any other, Sarno's achievement remains one of Las Vegas' largest and best known landmarks.

Donald Carano laid the foundation for his legacy in 1973 with the opening of Eldorado Hotel Casino Reno. Naysayers advised against the venture, but he was daring and forged ahead, ultimately changing the profile of gaming in northern Nevada and far beyond. His success can be attributed to his core values, which continue to shape the company to this day – integrity, quality and Family Style service.

Together, these four fathers of gaming have left a thriving legacy, one that has made Caesars Entertainment into what it is today – a true leader in the gaming world, offering first-class destinations and amenities, extraordinary entertainment and renowned accommodations.

## **BREADTH OF OFFERINGS**

Caesars Entertainment, quite simply, has it all – diversified amenities, impeccable service and one-of-a-kind destinations. Our offerings include the finest restaurants, the biggest entertainment, elite meeting and conventions facilities, and unparalleled shopping.

## **ENTERTAINMENT**

When it comes to epic shows, the spotlight is always on Caesars Entertainment. We're home to the biggest names, hottest acts and most exciting venues. Icons such as Sting, Kelly Clarkson, Christina Aguilera, Shania Twain and more comprise our resident headliners, while must-see performers such as Jerry Seinfeld, Keith Urban and Tim McGraw grace our stages. We also boast entertainment experiences you won't find anywhere else including Jimmy Kimmel's Comedy Club in Las Vegas, the Tahoe Summer Concert Series and our Eldorado Showroom in Reno. Plus, we offer a diverse range of nightlife venues globally, from hot nightclubs to stylish lounges to lavish theatres, along with wide-ranging entertainment options for the whole family, including Northern Nevada's first Topgolf Swing Suite at Silver Legacy Resort Casino, High Roller Observation Wheel at the LINQ Hotel & Casino, Eiffel Tower Experience at Paris Las Vegas, The Midway at Circus Circus Reno and so much more.

## **DINING**

Whether you're looking for the perfect sizzle on your steak or a sublimely crafted cocktail, we have what you're craving. We offer the most innovative, diverse and dynamic selection of dining destinations in the industry, with something for every palate. A trailblazer in the world of celebrity chefs, Caesars Entertainment offers delectable creations from the world's most recognizable culinary names, including eight restaurants with Gordon Ramsay and three with Food Network star Giada De

Laurentiis, as well as celebrated dining havens like the Forbes Five-Star Restaurant Guy Savoy, Ruth's Chris Steak House, Morton's The Steakhouse and La Strada, home of the best pastas in the country according to Food Network.

## **ACCOMMODATIONS**

Calling all aficionados. If you appreciate the finer things in life, then you'll feel right at home when you stay at one of our award-winning resorts. Discover the most impressive amenities imaginable – luxurious spas, spectacular pools, championship golf courses, and finely appointed guest rooms. Forbes Travel Guide's annual star ratings once again named The Laurel Collection by Caesars Palace and The Cromwell among its prestigious list. Whether you're traveling for business or pleasure, let our posh and pampering destinations provide the ultimate escape.

## **GAMING**

Caesars Entertainment sets the standards when it comes to offering the most innovative games and cutting-edge technologies to appeal to today's savvy and sophisticated gamers. With the hottest titles and most accommodating casino hosts, we've truly taken gaming excitement to the next level. Our collection of destinations features an endless selection of slot machines and table games, along with the largest and most rewarding loyalty program in the world – Caesars Rewards®.

## **MEETINGS & CONFERENCES**

From intimate meetings to immense conferences, we have brought the most memorable and impactful business gatherings to life. With over two million square feet of meeting space, Caesars Entertainment offers game-changing services, options and venues, including CAESARS FORUM, a 550,000 square-foot conference center in Las Vegas featuring the two largest pillarless ballrooms in North America, as well as one-of-a-kind venues that range from a Broadway-style showroom in the heart of Reno to the Chateau Roof Top Garden at Paris Las Vegas overlooking The Strip.

## **SHOPPING**

How popular are our retail offerings? So popular that they generate more retail dollars per square foot than the top 100 malls in America. From souvenirs to treats to top trends, our retail shops offer something for everyone. You'll find hundreds of exquisite boutiques, top brand stores and gourmet eateries throughout our resorts, where you can spoil yourself while you're on vacation or pick up that perfect, one-of-a-kind gift.