



Harrah's Entertainment Executive To Present At J.P. Morgan's Global High Yield & Leveraged Finance Conference

LAS VEGAS – February 2, 2009 – Harrah's Entertainment, Inc. Senior Vice President and Chief Financial Officer Jonathan S. Halkyard will speak at the J.P. Morgan Global High Yield & Leveraged Finance Conference in Miami on February 3, 2009. The presentation can be accessed after noon Pacific Standard Time that day in the Investor Relations section of www.harrah.com.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now operates casinos on four continents. The company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names; Harrah's also owns the London Clubs International family of casinos and the World Series of Poker®. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

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