



Fact Sheet

Overview – Harrah's Foundation

The Harrah's Foundation is a private, 501(c)(3) foundation established to provide financial support to qualified organizations in communities where Harrah's employees live and work. Established in 2002, the Harrah's Foundation is funded by Harrah's Entertainment properties and supports social reinvestment programs by funding eligible 501(c)(3) organizations dedicated to seniors, education and civic programs. Since its formation, the Harrah's Foundation has committed nearly \$25 million* to nonprofit organizations throughout the United States.

In 2006 alone, Harrah's Entertainment and the Harrah's Foundation distributed, on average, nearly \$1.5 million per week to philanthropic organizations.

Objectives

The Harrah's Foundation focuses its giving in three strategic areas:

- **Senior Citizens** – As an historically underserved group, Harrah's places a particular emphasis on supporting community-based programs that enhance the lives of our senior citizens including improving senior nutrition, housing, transportation, access to health care and helping our seniors "age in place."
- **Civic Programs** – Harrah's directs financial resources to local organizations working to serve a diverse population and enhance community resources. Beneficiaries include organizations and programs designed to promote equal educational and professional opportunities, arts and entertainment programs and community health initiatives.
- **Education** – Harrah's is committed to raising academic achievement through the support of learning institutions and educational programs dedicated to innovation, academic research and student enrichment.

**Highlights –
UNLV Donation**

On September 10, 2007, the Harrah's Foundation announced a \$30 million donation to the University of Nevada, Las Vegas, for the development of INNovation Village, a series of hospitality education and research facilities to be constructed at UNLV.

- \$25 million will be used to build INNovation Village, a 10-acre project that will become part of the William F. Harrah College of Hotel Administration. Payments will be made upon specified milestones.
- This state-of-the-art facility will include a working hotel and 6,000-square-foot restaurant in addition to traditional classrooms; faculty offices; computer labs; food, beverage and nutrition science labs; several teaching kitchens; and interdisciplinary research projects linked across campus and throughout the hospitality industry.
- The remaining \$5 million gift will be paid out over five years.
- Each year, \$750,000 will go into an endowment for research, recruitment, and internal training and education initiatives so that there will be an ongoing fund.
- The remaining annual \$250,000 gift will be used to fund those activities.
- The gift from the Harrah's Foundation is the single largest corporate gift given to the University of Nevada system.
- The gift is also the largest ever given to the University of Nevada system from a gaming corporation.

History of Giving

Since its formation, the Harrah's Foundation has committed over \$25 million to non-profit organizations throughout the United States.

- In 2006, Harrah's and its Foundation distributed \$76.8 million or, on average, nearly \$1.5 million per week in community contributions.
- The Harrah's Foundation is the single largest sponsor of the Meals on Wheels Association of America, having provided \$2 million and 30 delivery vehicles to the group since 2002.
- The Harrah's Foundation is one of the largest corporate donors to the Alzheimer's Association and is one of the only two companies recognized as a strategic alliance sponsor by the organization.

**Harrah's
Entertainment
Code of
Commitment**

The Harrah's Entertainment Code of Commitment governs the conduct of our business. It's a public pledge to our employees, communities and guests that we will honor the trust they have placed in us by conducting business ethically and legally, and by being a responsible corporate citizen. The Code outlines our:

- Commitment to our guests to promote responsible gaming;
- Commitment to our employees to treat them with respect and provide them with opportunities to build satisfying careers;
- Commitment to our communities to make them vibrant places to live and work by:
 - sharing our financial success with our communities through charitable donations;
 - encouraging volunteerism in civic and charitable causes;
 - restricting the placement and content of our advertising and marketing materials.

**About Harrah's
Entertainment**

Harrah's Entertainment is the world's largest provider of branded casino entertainment through operating subsidiaries. Since its beginning in Reno, Nevada nearly 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages 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. 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.

Media Contacts

Debi Puccinelli, Director of Communications Marketing
Harrah's Entertainment
(702) 407-6532
dpuccinelli@harrachs.com

* Figure current as of September 10, 2007.