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Harrah's Entertainment Announces Termination Of Initial Public Offering

LAS VEGAS, Nov. 19, 2010 – Harrah's Entertainment, Inc. today announced that it is not pursuing its initial public offering of common stock at this time due to market conditions.

The registration statement relating to the offering of securities in an initial public offering has been filed with the Securities and Exchange Commission, which is not yet effective. The securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy the securities, nor shall there be any sale of the securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of such state or jurisdiction.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. The company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names. Harrah's also owns the World Series of Poker® and the London Clubs International family of casinos.