



BRIO TUSCAN GRILLE TO OPEN AT HARRAH'S CHEROKEE CASINO & HOTEL IN CHEROKEE, NORTH CAROLINA

(Cherokee, NC, June 1, 2010) – Harrah's Cherokee Casino & Hotel will provide guests with an additional culinary option with the announcement that the acclaimed BRIO Tuscan Grille will open at the property in early-2012. BRIO, which translates from Italian to mean "full of life", is a renowned Northern Italian restaurant that will bring its unique brand to Harrah's Cherokee as part of the property's \$633 million, three-year expansion program.

BRIO will introduce the attributes of a Tuscan country villa to Cherokee, NC, with decorative interior features like antique hardwood Cypress flooring, arched colonnades, hand-crafted Italian mosaics, antique doors, hand-crafted walls covered in antique Venetian plaster, Arabescato marble imported from Italy, and sizable wrought-iron chandeliers.

Known for its authentic Northern Italian specialties, BRIO will feature a hard wood infused pizza oven and oven-roasted steaks, chops, fresh fish and made-to-order pastas. Small Tuscan "bites" will also be offered, along with an extensive wine list with a large Italian offering served by the glass. Lunch, brunch and dinner menus will be available in a casual, yet elegant environment and an atmosphere reminiscent of an old world Taverna. Designed to seat approximately 400 people, the 12,000+-square-foot restaurant will offer a patio-like environment, main dining room, chef's table, large bar area, and two private dining rooms.

"Harrah's Cherokee Casino & Hotel is the perfect setting for BRIO Tuscan Grille," stated Darold Londo, Senior Vice President and General Manager of the property. "In keeping with BRIO's motto fashioned after the Tuscan philosophy that 'To Eat Well, is to Live Well,' Harrah's Cherokee provides our guests with an exciting, interactive resort environment for enjoying the best things in life," he noted.

BRIO Tuscan Grille is the third new restaurant announced as part of the Harrah's Cherokee portfolio of new restaurants to be introduced as part of the property's expansion roll-out. Paula Deen's Kitchen and retail shop will open in late-2010, and Ruth's Chris Steakhouse will debut Fall of 2011.

In June 2009, the Eastern Band of Cherokee Indians, owners of Harrah's Cherokee Casino & Hotel, approved a referendum which now permits wine, beer and spirits to be served on the casino floor and in the property's restaurants, cafes, VIP lounge, and guest accommodations via room service.

The expansion of Harrah's Cherokee is currently the largest hospitality expansion project underway in the Southeast and one of the largest in the United States, offering

the greatest number of hotel accommodations in the Carolinas. Upon completion in 2012, the 56-acre property will have added a third hotel tower incorporating luxury accommodations and high-end suites, a 3,000-seat events center, entertainment and VIP lounges, 18,000-square-foot spa, all new state-of-the-art digital poker room, Asian gaming room, a variety of new restaurant and retail outlets, and new hotel and casino parking garages. Harrah's Cherokee is also renovating its current casino facilities and doubling the size of its casino floor to 195,000 square feet while increasing video and table game capacity.

Harrah's Cherokee Casino & Hotel is an enterprise of the Eastern Band of the Cherokee Nation, located 50 miles west of Asheville at the entrance to the Great Smoky Mountains National Park. Harrah's Cherokee Casino is open 24 hours a day to guests 21 years of age or older. For more information about Harrah's Cherokee, please call (828) 497-7777 or visit our website at www.harrahscherokee.com.