

FOOD NETWORK STAR PAULA DEEN OPENS PAULA DEEN'S KITCHEN AT HARRAH'S CHEROKEE CASINO & HOTEL,

CHEROKEE, NORTH CAROLINA

– Property's first new restaurant makes its debut as part of major expansion –

(Cherokee, NC, January 24, 2011) – Food Network star Paula Deen officially cut the ribbon for the opening of Paula Deen's Kitchen, a full-service, 404-seat restaurant at Harrah's Cherokee Casino & Hotel in Cherokee, North Carolina, on Saturday, January 22.

Located on the ground floor of the hotel's recently opened 21-story Creek Tower, this is the property's first new restaurant, as part of their \$633 million, three-year expansion program. Adjacent to the restaurant is a 1,800-square-foot Paula Deen retail shop offering Paula's cookbooks, spices and food items, cookware, logo wear and gifts.

Serving a la carte, southern-style home cuisine for breakfast, lunch and dinner, Paula Deen's Kitchen is reminiscent of the décor and ambiance of her legendary home and kitchen in Savannah. The environment offers a relaxed southern atmosphere with an air of elegance that is reminiscent of Ms. Deen. With no dress code required, guests may sit by the futuristic 10-foot windows and enjoy the mesmerizing beauty of Soco Creek, or opt to be seated at the full service bar.

"We are honored to welcome Paula Deen's Kitchen to Harrah's Cherokee Casino & Hotel. Her special style of cooking and Southern hospitality is a perfect fit with our guests here in the Great Smoky Mountains," stated Darold Londo, Senior Vice President and General Manager of the property.

The restaurant opens daily at 7:00 am, offering café-style breakfast and customized omelet station until noon, followed with an "All Day" menu that features a variety of salads, burgers, sandwiches, as well as, steaks and seafood until 10:00 pm Sunday through Thursday, and until 11 pm on Fridays and Saturdays. The full menu is reasonably priced and varies from \$8 to \$28, making it affordable for families and groups of friends. The á la carte aspect of the restaurant is a first for Paula Deen in the Harrah's brand, as her restaurant at Harrah's Tunica Casino is a traditional buffet.

Paula Deen's Kitchen also features a wide assortment salad bar and mouth-watering home-made desserts. Patrons have the option to choose an "all-you-can-eat" selection of Paula Deen's personally picked favorites titled "Paula's Specials" for breakfast until noon, daily brunch until 3:00 pm and dinner until 10:00 pm.

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 Event 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.

Opened in 2009 and owned by the Eastern Band of Cherokees is nearby Sequoyah National Golf Club, an 18-hole, par 72 championship course designed by golf architect Robert Trent Jones II and Native American golf pro Notah Begay III, with privileged access for Harrah's Casino & Hotel guests.

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 web site at www.harrahscherokee.com.