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HARRAH'S CHEROKEE CASINO & HOTEL ANNOUNCES NEW ENTERTAINMENT LINEUP FEATURING LADY ANTEBELLUM

- New state-of-the-art Events Center attracts award-winning performers-

(Cherokee, NC, May 6, 2010) – Harrah's Cherokee Casino & Hotel announces the star-studded entertainment lineup for its new 3,000-seat Events Center. Grammy and Academy of Country Music award-winning group Lady Antebellum will headline the opening celebrations Labor Day weekend 2010.

Country icon Hank Williams Jr. will kickoff the opening celebration with a performance on Friday, September 3, followed by Lady Antebellum on Saturday, September 4. Tickets for Hank Williams Jr. and Lady Antebellum will go on sale Friday, May 14.

The legendary trio Crosby, Stills & Nash will perform Saturday, September 18, and multiplatinum-selling country artist Jason Aldean takes the stage Sunday, October 3. Rounding out the year is chart-topper Gary Allan who will perform from his newly released album on Saturday, December 11. Tickets will go on sale for Crosby, Stills & Nash on Friday, May 14, for Jason Aldean on Friday, June 11, and for Gary Allan on Friday, July 16.

Harrah's Cherokee continues to add star performances to the Events Center 2010 lineup. Tickets to these and other upcoming shows at the Harrah's Cherokee Events Center will be available at www.harrahscherokee.com and 1-800-Harrahs or at www.ticketmaster.com and 1-800-745-3000.

Harrah's Cherokee recently unveiled plans for its new 3,000-seat Events Center making it the leading concert, events and entertainment venue in the region. Among plans for the Events Center are four VIP suites, box seating and more than 1,000 balcony seats. Modular seating will be used for conventions, sports programming, banquets and special events with access to a full banquet kitchen.

The Events Center is just one of many impressive projects underway as part of the property's \$633 million expansion and diversification effort that will position Harrah's Cherokee Casino & Hotel as the premier gaming destination in the Southeast and a world-class entertainment and tourism destination.

Scheduled for completion in 2012, the expansion is the most significant hospitality development currently underway in the Southeast and one of the largest in the U.S.

The 56-acre property's "Master Plan" for its hotel and casino will add a third hotel tower with 532 luxury guest rooms and suites, enabling Harrah's Cherokee to provide the greatest number of accommodations in North and South Carolina. In addition to the 3,000-seat Events Center there will be new entertainment and VIP lounges, an 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 facilities doubling the size of its casino floor to 195,000 square feet.

Recently opened as a guest amenity 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. Owned by the Eastern Band of Cherokee Indians and managed by Troon Golf, prominent developer, marketer and manager of upscale golf properties, the course is available to guests at Harrah's Cherokee who have privileged access through Harrah's Cherokee Service Connection Center and Casino Host Teams.

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.

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.harrahsherokee.com.

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