

Lambert Named New Assistant General Manager of Harrah's Cherokee Casino & Hotel

(Cherokee, NC, November 28, 2011): Harrah's Cherokee Casino & Hotel announced Lumpy Lambert, current Vice President of Casino Operations, will transition into the role of Assistant General Manager of Casino Operations.

"With our expansion almost complete, the long-term experience and proven track record Lambert brings will help us complete our transition to a resort destination," said incumbent General Manager and Senior Vice President, Brooks Robinson.

Lambert will have direct oversight of Casino Operations, Table Game Operations, Casino Beverage, Security, Valet, Total Rewards and Casino Marketing. He will lead efforts to finalize the transition of Harrah's Cherokee Casino & Hotel to resort level status and lead the development and implementation of service initiatives designed to exceed guest expectations.

Lambert joined Harrah's Cherokee & Hotel in 1997 and began his career as a Casino Operations Supervisor. He has since held the positions of Casino Games Manager, Casino Manager and Director of Casino Marketing. In 2002, he became Vice President of Operations, directly responsible for all Gaming departments. Lambert was also a critical member of the team who defined the property's master plan expansion project.

Lambert is a graduate of Mars Hill College. Prior to joining the Harrah's Cherokee Hotel & Casino team, he spent ten years with the Cherokee Central School system. Lambert is also an enrolled member of the Eastern Band of Cherokee Indians.

About Harrah's Cherokee Casino & Hotel:

Harrah's Cherokee Casino & Hotel, a 56-acre property, is an enterprise of the Eastern Band of the Cherokee Nation. Currently the Casino & Hotel is expanding and is the largest hospitality development project underway in the Southeast. The \$633 million expansion project is one of the largest in the U.S. with a projected completion set for 2012, offering the greatest number of hotel accommodations in the Carolinas. In addition to our 56-acre property, guests have privileged access to the Eastern Band of the Cherokee Nation-owned Sequoyah National Golf Club, named one of 2009's best new golf courses by Golf Magazine. For complete details on the expansion please click [here](#).

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