

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

(Cherokee, NC, November 7, 2011) Harrah's Cherokee Casino & Hotel will soon have a new General Manager. R. Scott Barber, Regional President, Mid-South of Caesars Entertainment, has announced that Brooks Robinson will become Senior Vice President and General Manager of Harrah's Cherokee Casino & Hotel effective December 1, 2011.

"I am very pleased to make this announcement," said Barber. "Brooks is a very talented administrator with more than 18 years experience in the gaming industry. During that time he has done outstanding work in a variety of operational and leadership roles at several Caesars Entertainment properties in the Mid-South region."

Since July of 2010, Robinson has served as Assistant General Manager of Harrah's Cherokee Casino & Hotel. In his new position, he will be replacing current General Manager, Darold Londo, who will transition to a new role of developing emerging gaming markets for Caesars Entertainment.

During Londo's tenure, revenues have grown to record levels at Harrah's Cherokee Casino & Hotel, with distribution of more than \$1.4 billion to the Tribe over the past six years. In addition, Londo has led the Tribe's \$650 million casino expansion project that is expected, upon completion in 2012, to transform the property into a regional destination resort.

"It's been an exciting and challenging time in my life," says Londo, "My family and I will miss the many friends we have made in Cherokee. At the same time, I know that I am leaving Harrah's Cherokee Casino & Hotel in capable hands. Brooks has played a huge role in our success here."

Throughout his career, Robinson has been extremely active in the community, an interest he intends to pursue in the future. "I look forward to working closely with Tribal leaders and members of the Eastern Band of Cherokee Indians," says Robinson. "With the dedicated team we have in place, we'll work hard to continue the success that Darold has begun. Certainly we'll miss his leadership, but we are excited to see Darold apply his talents to new challenges and opportunities within the company."

Robinson holds a bachelor's degree in business administration from the University of Mississippi. Prior to joining the Cherokee team, he served as Continuous Improvement Site Leader for Caesars Entertainment properties in Northwest Louisiana, where he successfully launched Continuous Improvement programs at Horseshoe Bossier City and Harrah's Louisiana Downs.

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](#).

###