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**HARRAH'S CHEROKEE CASINO & HOTEL OPENS
532-ROOM LUXURY CREEK TOWER**

- Creek Tower Increases Room Count to 1,108 as Part of \$633 Million Expansion -

(Cherokee, NC, January 14, 2011) – Celebrating a major landmark in its three-year, \$633 million expansion, Harrah's Cherokee Casino & Hotel opened its third luxury hotel tower on December 20, 2010 in time for the holiday season. The 532-room **Creek Tower** broke ground in July, 2009 and is the latest to come online in a series of new amenities transforming the property to the premier resort destination in the Southeast.

The 21-story Creek Tower adds 454 new guest rooms and 78 new suites to the property, increasing the total room count from 576 to 1,108, the greatest number of hotel accommodations in the Carolinas. Each guest floor in the new tower includes four end suites measuring 750 square feet with floor-to-ceiling windows and mountain views, and the top floor contains 10 specialty suites, measuring between 750 and 1,900 square feet. All top-floor suites have balconies, and the two largest Super Suites boast 180-degree panoramic views of the Smoky Mountains. All floors through 20 are currently open, with the 21st all-suite floor opening this spring.

While comfortably immersed in the Great Smoky Mountain Mountains environment, guests in the new Creek Tower engage with an environment that calls to mind the grand woodland retreat lodges of the past. The Tower's waving and fluid roof, at 200-foot-high, complements the natural dynamic of Harrah's Cherokee's rolling mountain-scape. The Tower's spacious suites boast two stories of glass curtain wall that maximize views to create a direct visual connection to the surrounding vista.

The two ground floors of Creek Tower feature specialty retail shops and new dining options. **Callaway Golf Shop** provides golfers with the most current Callaway products and carries both golf and non-golf items including clubs, balls, shoes, apparel, travel gear, sun glasses and watches. The **Tower Shop** offers sundries and snacks, logo clothing, books and magazines.

Creek Tower also includes the new **Paula Deen's Kitchen and Retail Shop**, both officially opening with a ribbon-cutting ceremony with Paula Deen on January 22, 2011. The 1,800-square-foot Paula Deen retail shop offers Paula's cookbooks, spices and food items, cookware, logo wear and gifts. The soon-to-open Lobby Café in Creek Tower will feature appealing "grab & go" items. Creek Tower conveniently connects to Level 6 of the new 1,132-space parking deck.

The expansion of Harrah's Cherokee is currently the largest hospitality development project underway in the Southeast and one of the largest in the U.S. Upon completion in 2012, the 56-acre property will have added the 21-story Creek Tower, 3,000-plus seat Events Center, Entertainment and VIP Lounges, 18,000-square-foot spa, state-of-the-art digital poker room, Asian gaming room, retail outlets and new restaurants (Paula Deen's Kitchen, Ruth's Chris Steakhouse and BRIO Tuscan Grille), as well as hotel and casino parking garages. The property is also renovating 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.

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