CHINA'S CIRQUE SHANGHAI PERFORMS "100 AMAZING ACTS" AT HARRAH'S CHEROKEE CASINO & HOTEL ON OCTOBER 9, 2010

-- Chinese Acrobatic Troupe Concludes Limited U.S. Tour at Harrah's Cherokee's New 3,000+-Seat Event Center --

WHO:
Cirque Shanghai, a troupe of China's most talented acrobatic performers.

WHAT:
A rare performance of Cirque Shanghai – Bai Xi, a visually spectacular production combining astounding Chinese acrobatics, balancing acts, and martial arts with graceful dance and folklore.

Dating back 2,000 years to the Han Dynasty, talented and fearless Chinese acrobats performed Bai Xi, or "one hundred amazing acts," for Imperial courts awed by the incredible feats of the skilled performers. The modern stage production pushes this performance to the limits by incorporating traditional and modern acrobatics with spectacular costumes and state-of-the-art lighting. Harrah's Cherokee hosts one of the troupe's final performances on their limited U.S. tour before returning to China.

WHEN:
Saturday, October 9, 2010 - 7:30 pm

WHERE:
Harrah's Cherokee Event Center
777 Casino Drive
Cherokee, NC 28719

Harrah's Cherokee Casino & Hotel unveiled its spectacular 3,000-plus seat Event Center on Labor Day 2010 weekend, making it the leading events, entertainment and concert venue in the region. The massive Event Center stage is 60-foot by 40-foot and framed by large HD resolution 32-foot screens. The facility boasts a sophisticated, top-of-the-line speaker system, as well as the highest quality theatrical lighting available.

FOR TICKETS:
Tickets for Cirque Shanghai – Bai Xi are priced at $20, $25 and $45, and are available at www.ticketmaster.com or 1-800-745-3000.

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., 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 (21-story Creek Tower), 3,000-plus seat Event 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, BRIO Tuscan Grille), as well as hotel and casino parking garages. Nearby Sequoyah National Golf Club is an 18-hole, par 72 championship course offering privileged hotel guest access. 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.

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**.

# # #

For further information, contact:

Joan Bloom/Joan Brower/Trista Choksi
The Dilenschneider Group
200 Park Avenue, MetLife Building, 26th Floor, New York, NY 10166
Tel. +212-922-0900; Fax +212-922-0971
E-mail: jbloom@dgi-nyc.com
jbrower@dgi-nyc.com
tchoksi@dgi-nyc.com

Ahinawake Littledave
Harrah's Cherokee Casino & Hotel
777 Casino Drive, Cherokee, NC 28719
Tel. +(828) 497-8815; Fax +(828) 497-7914
E-mail: alittledav@cherokee.harrahs.com