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**CASINO ARTS™ PARTNERS WITH HARRAH'S CHEROKEE CASINO & HOTEL
TO DESIGN EXPERIENTIAL ROTUNDA**

**-- Feature showcase will unveil original Cherokee storylines
depicted through video, sound and light --**

(Cherokee, NC, June 7, 2010) – Harrah's Cherokee Casino & Hotel announces a new relationship with Las Vegas-based Casino Arts Corporation™ in the design and construction of its new, high-tech Rotunda located at the entrance to the casino.

Within the Rotunda, Casino Arts™ will direct and develop a captivating feature showcase of original Cherokee storylines represented through video, sound and light. The company is producing 15 themed programs with various animations and elements that generate an exciting and high-energy visual experience for new and returning guests.

In addition, Casino Arts™ will provide direction regarding the integration and development of the hardware and software systems that comprise the Rotunda space and the feature show. Content will be created that ensures total coverage over the entire Rotunda, along with discreet presentations in the immediately surrounding areas of the casino entrance.

"We are creating a high-tech, computer-animated, multi-dimensional spectacular that includes a host of original characters that can only be seen here live at Harrah's Cherokee in the Smoky Mountains," stated Andy Flessas of Casino Arts™.

Casino Arts'™ creative services include 3D computer animation identity, high-definition video, extreme software programming, and patented creative robotics. Known for deep vertical expertise in the field of high-technology art, specifically for the gaming industry, Casino Arts™ has become the top provider of content for the international hotel and gaming industries.

The Rotunda is one of the newest features to be introduced as part of Harrah's Cherokee Casino & Hotel's \$633 million expansion and diversification effort that will position the property as the premier gaming resort 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.

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.

The expansion of Harrah's Cherokee is currently the largest hospitality expansion project underway in the Southeast and one of the largest in the United States, 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 incorporating luxury accommodations and high-end suites, a 3,000-seat events center, entertainment and VIP lounges, 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 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 website at www.harrahscherookee.com.

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