



## **HARRAH'S CHEROKEE CASINO & HOTEL IN NORTH CAROLINA TO OPEN NEW STATE-OF-THE-ART EVENTS CENTER**

**(Cherokee, NC, March 23, 2010)** – Harrah's Cherokee Casino & Hotel has unveiled plans for a new 3,000-seat Events Center making it the leading concert, events and entertainment venue in the region. Opening celebrations are scheduled for Labor Day Weekend 2010.

Hosting top-tier talent across all genres, including Country, Comedy, and Rock, as well as sporting events and production shows, the non-smoking Events Center will have three levels.

Among plans for the Events Center are four VIP suites, box seating and more than 1,000 balcony seats. Modular seating will be used for conventions, sports programming, catering and special events with access to a full banquet kitchen.

Concession areas will be located on all floors, and LCD screens will be strategically placed throughout the pre-function area.

The Events Center stage will be 60-foot by 40-foot and framed by large 32-foot screens with HD resolution. The facility will boast a top-of-the-line D&B J Series Line array speaker system. The Events Center will also have the highest quality theatrical lighting available including a MA Lighting Grand MA2 console and Martin Intelligent lighting instruments.

Visiting talent performing at the Events Center will have access to a premium relaxation environment in the facility's Green Room, which will contain comfortable seating, flat-screen televisions, as well as four separate dressing rooms with laundry facilities.

Currently, the structure of the Events Center is complete and includes all basic mechanical, electrical and plumbing systems. It is now beginning the first phase of interior finishes which will continue over the next few months until the opening celebration scheduled for Labor Day Weekend 2010.

The Events Center is just one of the impressive projects underway as part of the property's \$633 million expansion and diversification effort that will position Harrah's Cherokee Casino & Hotel as the premier gaming destination 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.

The 56-acre property's "Master Plan" for its hotel and casino will add a third tower with 532 luxury guest rooms and suites, enabling Harrah's Cherokee to provide the greatest number of accommodations in North and South Carolina. In addition to the 3,000-seat Events Center will be 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.

Recently opened as a guest amenity 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. Owned by the Eastern Band of Cherokee Indians and managed by Troon Golf, prominent developer, marketer and manager of upscale golf properties, the course is available to guests at Harrah's Cherokee who have privileged access through Harrah's Cherokee Service Connection Center and Casino Host Teams.

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.

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 1-800-HARRAHS or visit the web site at [www.harrahs.com](http://www.harrahs.com).

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