

## **CEO GARY LOVEMAN HELPS HARRAH'S CHEROKEE CASINO & HOTEL KICK OFF EXPANSION**

**CHEROKEE, NC** – President, CEO and Chairman of Harrah's Entertainment Gary Loveman was on hand at Harrah's Cherokee to break ground for the casino's \$655 million expansion. The ceremony was held in front of the hotel with a view of the construction already underway. Joining Loveman were Principal Chief Michell Hicks, Tribal Casino Gaming Enterprise Board Chair Norma Moss and Senior Vice President and General Manager Darold Londo.

Loveman addressed the crowd, which included government officials and political leaders from the tribe and surrounding counties, praising the tribe's leadership. "The Eastern Band of Cherokees should be proud of the impressive work being done by your board and commissioners, and your outstanding employees who have worked hard, and continue to work hard daily, to exceed the customers' expectations, and have made this property one of the most successful in the Harrah's brand," he said.

Moss described the expansion as "an investment in [the] future – an investment that will grow our business and bring new opportunity to the tribe and its members, and to our employees from throughout this region who have served us so faithfully."

Loveman was also quick to address the tribe's decision to expand during an economic downturn. "When the economy rebounds in 2010, 2011, Harrah's Cherokee will be ahead of the competition, and ready to welcome an influx of new business and new customers anxious for world-class entertainment, accommodations and service!"

Following the ceremony, guests were invited to the hotel ballroom where the celebration continued. Amid large, comfortable easy chairs, small café tables and immense ice sculptures, the casino demonstrated its dedication to the region with North Carolina and South Carolina cheeses, Native American specialties of chestnut bread and fry bread, and southern favorites such as a sweet potato sundae bar. Wild game and trout also were showcased. More than 300 guests mingled, enjoying the food and soft jazz provided by the Sabra Callas Duo.

"We are moving into a new era here at Harrah's Cherokee," said Londo. "Harrah's Cherokee is poised to become a world-class entertainment and tourism destination."