

**HARRAH'S CHEROKEE CASINO & HOTEL IN NORTH CAROLINA ANNOUNCES  
GRAND OPENING OF SEQUOYAH NATIONAL GOLF CLUB  
- Robert Trent Jones-Designed Casino Golf Course  
is Area's Newest Attraction and Hotel Guest Amenity -**

**(Cherokee, NC, August 26, 2009)** – Harrah's Cherokee Casino & Hotel in Cherokee, NC, announces the September 1<sup>st</sup> grand opening of the Sequoyah National Golf Club, an 18-hole, par 72 championship course. Designed by world-renowned golf architect Robert Trent Jones II along with Native American golf pro Notah Begay III, the new casino golf course is owned by the Eastern Band of Cherokee Indians and managed by Troon Golf, a prominent developer, marketer and manager of upscale golf properties.

Considered one of the most dynamic golf courses in the region, Sequoyah National, located off Highway 441 in Cherokee, NC, is set against the spectacular backdrop of the Great Smoky Mountains National Park, with dramatic views of Clingmans Dome peak, the Snowbird Mountain range and Thomas Valley. Designed at 6,700 yards from the back tees, the course's five sets of tees challenge every level of player. A state-of-art Rain Bird irrigation system applies water efficiently throughout the championship course. The casino golf course's clubhouse sits atop a hill with panoramic views of the mountainous Cherokee homeland.

Guests at Harrah's Cherokee have privileged access to Sequoyah National through the Harrah's Cherokee Service Connection Center and Casino Host Teams. A booking engine links both properties' web sites. All Harrah's Cherokee guests have the opportunity to play the Sequoyah National course utilizing Reward Credits, and VIP guests receive monthly offers for two rounds of golf through the hotel's loyalty program. Weekday rack rates are \$85, and weekend rates are \$110.

Harrah's Cherokee Casino & Hotel is currently undergoing a \$633 million expansion that will position the property as the premier gaming destination in the Southeast and a world-class entertainment and tourism destination. The Master Plan for the property 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 state.

With the addition of the Sequoyah National Golf Club, and as the property's expansion effort progresses, Harrah's Cherokee will become a preeminent resort for leisure and business travelers seeking outstanding recreation, entertainment, accommodations and service, all within the unique and hospitable environment of Eastern Cherokee culture. Upon completion in 2012, the 37-acre property will have added a third tower incorporating 533 luxury guest rooms and suites, a 3,000-seat events center, entertainment and VIP lounges, 16,000-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 150,000 square feet while increasing video and table game capacity. The design of the new facilities will utilize the Eastern Band of Cherokee's large and important collection of Native American art portraying local culture. Significant investment is also being made in sophisticated technology and an array of group services ranging from business and conference support to elaborate catering services.

In addition to the new Sequoyah National Golf Club, visitors to Harrah's Cherokee can enjoy nearby recreational, athletic and cultural attractions within the Great Smoky Mountains that include hiking, biking, fishing, tubing, kayaking and bird watching, as well as visits to the Museum of the Cherokee Indian, Oconaluftee Indian Village, Qualla Arts and Crafts Mutual Gallery and "Unto These Hills" Mountainside Theater (in season).

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 website at [www.harrahs.com](http://www.harrahs.com).