



NEWS RELEASE

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CONTACT: Joyce Dugan

828-497-8276

HARRAH'S CHEROKEE CASINO & HOTEL OFFERS POKER WITH A TWIST

CHEROKEE, NC – Harrah's Cherokee is continuing its pursuit to stay current with emerging technology by recently adding live electronic poker tables to its offerings. The five tables seat ten players each and are capable of playing an array of poker games including the popular Texas Hold'em. Just like the standard tables, players are competing against each other. The tables are very popular with players in other gaming jurisdictions, and have been featured in many gaming magazines, including PokerPro magazine and Casino Review. One of the major benefits for players is that the tables never close as long as there are enough players to play.

According to Director of Table Games, Ron Hager, "In the old days the poker room was at the bottom of the heap when it came to table games, but televising the World Series of Poker changed all that. We have people asking about a poker room every day, so I'm pleased to finally be able to give them what they want."

For people who aren't poker pros the tables offer some great advantages. The first benefit is just the comfort level of approaching the tables. "There's no dealer staring at you" says Tracy Egan, a representative of PokerTek, the company that developed the tables. "You can play at the table and interact as much or as little as you want. Another great thing is that you can't make a mistake betting at the wrong time or going out of turn. It's great for people new to the game."

Poker veterans are also warming to the electronic games. Because there's no manual shuffling you can get a lot more hands per hour. There's no dealer error, no disputes, no exposed cards and - to warm every poker player's heart – no dealer means no tipping. On the first day that the tables opened, more than fifty players milled outside the room waiting to be seated. The first to be seated was Donald of Hendersonville, NC. He told the supervisor "I've been waiting five years for you to get poker tables and driving to Tunica all that time. Now I can stay here in North Carolina." Donald returned the next night with six poker playing buddies.

Harrah's Cherokee Casino & Hotel is an enterprise of the Eastern Band of Cherokee, 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 who are 21-years-of-age or older. For more information about Harrah's Cherokee or to follow its \$633 million expansion, please call 1-800-HARRAHS or visit our website at www.harrah.com.