HARRAH'S CHEROKEE CASINO & HOTEL IN NORTH CAROLINA ANNOUNCES AGREEMENT WITH STEINER LEISURE LIMITED TO OPERATE NEW MANDARA LUXURY SPA

-- 18,000-square-foot Spa to open in 2012 as culmination of property's $633 million resort expansion --

(Cherokee, NC, October 26, 2010) – Harrah's Cherokee Casino & Hotel has announced its entry into an agreement with Steiner Leisure Limited, a global spa provider, to operate a new Mandara luxury spa facility within the 56-acre property, subject to regulatory approvals. Scheduled to open in 2012, the 18,000-square-foot Mandara Spa will be the culmination of Harrah's Cherokee's $633 million master expansion and diversification plan. The agreement signals the emergence of Harrah's Cherokee as a world-class, luxury resort destination.

The Mandara Spa will integrate elements of Native American culture into time-honored Balinese-inspired treatments to bring guests the best in therapeutic luxury. Massage and the power of touch are revered in Bali, and Mandara Spas emphasize beauty, rejuvenation and exotic indulgence, aiming to enhance guests' vacation experiences by providing unparalleled opportunities for pampering.

"We are thrilled to bring Mandara Spa to Harrah's Cherokee, knowing that guests who indulge in Mandara's world-class treatments will leave Harrah's both relaxed and exhilarated -- and eager to return very soon," said Darold Londo, Harrah's Cherokee's Senior Vice President and General Manager.

The expansion of Harrah's Cherokee is the largest hospitality development project underway in the Southeast and one of the largest in the U.S., offering the greatest number of hotel accommodations in the Carolinas. Work will be completed in 2012. In addition to the Mandara Spa, the 56-acre property will have added a third hotel tower (21-story Creek Tower), 3,000-plus seat Event Center, entertainment and VIP lounges, state-of-the-art digital poker room, Asian gaming room, retail outlets and new restaurants (Paula Deen's Kitchen, Ruth's Chris Steakhouse, BRIO Tuscan Grille), as well as hotel and casino parking garages. Nearby Sequoyah National Golf Club is an 18-hole, par 72 championship course offering privileged hotel guest access. The property is also renovating 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 web site at **www.harrahscherokee.com**.

For further information, contact:

Joan Bloom/Joan Brower/Trista Choksi
The Dilenschneider Group
200 Park Avenue, MetLife Building, 26th Floor, New York, NY 10166
Tel. +212-922-0900; Fax +212-922-0971
E-mail: jbloom@dgi-nyc.com
jbrower@dgi-nyc.com
tchoksi@dgi-nyc.com

Ahinawake Littledave
Harrah's Cherokee Casino & Hotel
777 Casino Drive, Cherokee, NC 28719
Tel. +(828) 497-8815; Fax +(828) 497-7914
E-mail: alittledav@cherokee.harrahs.com