



RUTH'S CHRIS STEAK HOUSE TO DEBUT AT HARRAH'S CHEROKEE CASINO & HOTEL IN CHEROKEE, NORTH CAROLINA

– Renowned steak restaurant to open in 2011 as part of property's \$633 million expansion program –

(Cherokee, NC, May 7, 2010) – The well-known, upscale steak restaurant, Ruth's Chris Steak House will unveil its outstanding culinary offerings to guests when it opens at Harrah's Cherokee Casino & Hotel during fall of 2011, it was announced today by the property.

Ruth's Chris Steak House is the latest culinary addition to the growing Harrah's Cherokee portfolio of exciting new restaurant offerings under construction at the dynamic, expanding resort property. The property's three-year, \$633 million expansion will also include the opening of Paula Deen's Kitchen and retail shop, announced several weeks ago.

Ruth's Chris Steak House will bring to Harrah's Cherokee a fine dining experience characterized by the restaurant's renowned quality steaks and signature menu items. Classic menu selections include USDA Prime steaks served in Ruth's Chris' signature style, sizzling on 500 degree plate. , Complementing the restaurant's popular steak offerings will be New Orleans inspired menu items and signature Ruth's Chris seafood selections.

The restaurant will exhibit a comfortably elegant classic design that embodies the property's engaging, fun-filled resort experience. Complementing the classic menu in the main dining room will be a contemporary bistro menu served in the lounge.

"Ruth's Chris Steak House will be an outstanding addition to Harrah's Cherokee Casino & Hotel. The restaurant's dedication to offering high-quality food served with courteous, friendly service in the tradition of warm hospitality is thoroughly consistent with the core values of Harrah's Cherokee," stated Darold Londo, Senior Vice President and General Manager of the property. "We are delighted to announce this new restaurant addition to our diverse dining portfolio and look forward to offering our guests an exemplary dining experience."

Ruth's Hospitality Group, Inc. is a leading restaurant company focused exclusively on the upscale dining segment. The Company owns the Ruth's Chris Steak House, Mitchell's Fish Market, Mitchell's Steakhouse and Cameron's

Steakhouse concepts. Ruth's Hospitality Group, Inc. was founded in 1965 and currently has more than 150 Company and franchisee owned locations worldwide. For more information about Ruth's Hospitality Group, Inc. please visit www.rhgi.com.

The addition of Ruth's Chris Steak House 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 a new 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 (828) 497-7777 or visit our website at www.harrahscherokee.com.