



**HARRAH'S CHEROKEE CASINO & HOTEL IN NORTH CAROLINA
CONDUCTS TOPPING OUT CEREMONY
(Cherokee, NC, April 9, 2010)**



Harrah's Cherokee Casino & Hotel conducted its Topping Out ceremony on April 9, 2010. The final construction beam – signed by tribal officials, dignitaries and employees – was lifted into place atop the new 21-story Creek Tower, signifying completion of the building's structure eight months before Grand Opening.

Harrah's Cherokee management and executives, Eastern Band of Cherokee Nation Tribal leaders, government officials, construction workers and members of the media were in attendance. The official ceremony began with remarks by: Ken Leach, Executive Vice President, Turner Construction Company; Chief Michell Hicks, Eastern Band of Cherokee Indians; Norma Moss, Chair, Tribal Casino Gaming Enterprise Board of Advisors; and Bobby Fay, Interim General Superintendant (Tower III project).

The 21-story Creek Tower of guest rooms and suites is 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**](http://www.harrahscherokee.com).