



Random Slot Jackpots to Pay Out Up To \$50,000 Every Sunday in Horseshoe's Payouts Plus Promotion

TUNICA, Miss (October 31, 2008) – Horseshoe Casino & Hotel knows what gamblers want and they are out to prove it every Sunday in November with random slot jackpots in the Payouts Plus promotion.

Every Sunday from Noon to 7 p.m. guests playing with their Total Rewards cards will have the chance to hit random slot jackpots in Horseshoe's Payouts Plus promotion. When someone hits the Payouts Plus jackpot every guest on that bank of slot machines that is playing with a Total Rewards card will win \$25 in Free Slot Play.

Horseshoe will give away up to \$50,000 in cash and Free Slot Play every Sunday of the month.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment through operating subsidiaries. Since its beginning in Reno, Nevada nearly 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The company's properties operate primarily under the Harrah's, Caesars and Horseshoe brand names; Harrah's also owns the London Clubs International family of casinos. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

More information about Harrah's is available at its Web site – www.harrahs.com.

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