

## Caesars Leads the Way in Responsible Gaming

Caesars has been recognized as the industry leader in responsible gaming over the years and has an unparalleled track record in leading the industry through RG innovation. In fact, Caesars pioneering responsible gaming initiatives set the industry standard.

In the 1980s, Caesars (then Harrah's) established the first task force to study problem gambling issues and subsequently implemented the industry's first responsible gaming initiatives. Caesars' early efforts to encourage responsible gaming earned the company's CEO a lifetime achievement award from the National Council on Problem Gambling in 1990. Since then, Caesars two primary employee training and public awareness initiatives, Project 21 and Operation Bet Smart, have been adopted by industry groups, other operators, and served as models for regulation around the world.

Caesars' long-standing commitment to responsible gaming involves many "firsts" in the industry and Caesars continues to set the industry standard today:

- In 1989, Caesars implemented Project 21, which educated and trained its entire workforce that it is every employee's responsibility to deter underage gambling and service of alcohol beverages to minors.
- Caesars, in partnership with AT&T and the National Council on Problem Gambling, established the industry's first national toll-free helpline in 1995 for gamblers who might need assistance. Caesars was also the first casino company to provide that helpline across a constellation of customer contact points.
- Caesars in 1999 became the first casino company to offer nationwide self-exclusion and self-restriction options that would be honored and applied across the Caesars network of properties.
- Caesars was the first company to create and implement an operating code. Developed in 2000, the Code of Commitment was the U.S. casino industry's first formal social responsibility code of conduct, and it served as the model for the American Gaming Association's Code of Conduct for Responsible Gaming, enacted in 2003.
- In 2003, Caesars created first-of-its-kind responsible gaming training, developing the role of Responsible Gaming Ambassadors. Caesars is proud that in recent years other operators have followed the company's lead and implemented RG Ambassador-based programs.
- Caesars was the first casino company to develop a responsible gaming program specifically designed to leverage customer service skills of employees and integrate RG into the customer service model.
- Caesars in 2000 became the first casino company to establish a Marketing and Advertising Code, creating standards that remain much more stringent than industry guidelines.
- In 2002, Caesars was the first casino company in the United States to develop and broadcast a series of television commercials devoted entirely to communicating a responsible gaming message and promoting the helpline. The campaign features senior company executives as well as frontline employees reinforcing the importance of gambling within a budget, being of legal age and playing strictly for entertainment. The commercials also provide information to those who may have a problem on how and where to turn for help.
- Caesars developed RG technology in 2004 that supports our self-exclusion and self-restriction programs and is a relied upon reference tool for all responsible gaming matters. Caesars was the first casino company to develop and implement an "RG Log" technology solution to record, track and evaluate employee concerns that a customer may not be gambling responsibly.

- In 2012, Caesars was the first casino company in the United States to create and implement technology (RGID@slots) to identify self-excluded patrons carding-in at a slot machine.
- In 2013, Caesars introduced its first ever online gambling product and expanded enforcement of all self-exclusion requests related to online gaming to its land-based facilities.

Caesars is proud to have blazed the trail for the industry and, over the years, the company's pioneering efforts in promoting responsible gaming have earned it many honors and accolades. For example, In 2000, the Gaming Hall of Fame, a panel of peers in the commercial casino industry, bestowed on Caesars its first-ever Special Achievement Award for its leadership and pioneering programs on responsible gaming.

Caesars has also earned industry firsts in third party validation of its responsible gaming program.

In 2012, Caesars Windsor became the first venue in the world to ever receive responsible gambling accreditation through RG Check, a voluntary program created by the Ontario Responsible Gambling Council (RGC) that offers gaming companies the opportunity to gain an independent assessment of the quality of their responsible gambling program. For 12 months, the content, quality and breadth of the Caesars responsible gambling program was evaluated on standards that include: corporate policies, self-exclusion, advertising and promotion, informed decision making, assisting patrons who may have problems with gambling, and employee training.

Further, Caesars was the first gaming company in the United Kingdom to receive accreditation by ACE (Accreditation, Certification and Evaluation), confirming that Caesars' RG policies and procedures conform to the Playing Safe Core Code of Practice on Responsible Gaming.

While Caesars is proud of its history in creating industry-leading RG initiatives, Caesars is committed to using the latest scientific research to continually improve and innovate. Caesars maintains close relationships with academics and clinicians, and continuously reviews published research in the field of responsible gaming. Caesars also seeks to continuously improve its knowledge about RG by regularly engaging in dialogue with researchers, scholars, treatment providers, recovering problem gamblers and other informed stakeholders. Because of these continual efforts, Caesars' RG programs are cutting-edge, employing technology and programs that encourage guests to play responsibly and empower employees to effectively respond to potential gambling-related problems.