



UPDATED

HARRAH'S CHEROKEE VALLEY RIVER CASINO & HOTEL ECONOMIC IMPACT REPORT

Cherokee, N.C., September 22, 2015 - Harrah's Cherokee Valley River Casino & Hotel announces the regional impact of construction exceeds \$26 million.

Senior VP & Regional General Manager Brooks Robinson stated, "We very pleased that a significant portion of project costs were paid to local vendors." Lumpy Lambert, Valley River General Manager, commented, "A concerted effort was made to utilize the services of businesses in western North Carolina. \$26 million accounts for construction related expenses only, and doesn't include additional monies paid by sub-contractors for housing and food during the project. I'm very pleased we could keep so much in western North Carolina".

Overall payroll of Harrah's Cherokee Valley River is expected to reach \$40 million annually and will be the most long-lasting component of regional economic impact. With the opening of Valley River, many employees are expected to relocate to the immediate area, with ancillary purchases of housing, vehicles, major appliances, and furniture further benefiting the region. Valley River offers comprehensive health and dental coverage, a generous 401K retirement program, and tuition reimbursement to full time employees, which lends to a stable employee base.

Over 1,000 employees have been hired by Harrah's Cherokee Valley River Casino & Hotel in anticipation of the grand opening at 2pm on Monday, September 28, 2015. Positions are still available and can be viewed at www.caesarsjobs.com.

About Harrah's Cherokee Valley River:

An enterprise of the Eastern Band of the Cherokee Nation, Harrah's Cherokee Valley River Casino & Hotel is located near Murphy, North Carolina. Upon completion, the Cherokee County facility will feature 50,000 square feet of gaming space with over 1,000 slots and 70 traditional table games, the five-outlet Food Market and a 300-room, full service hotel. For career opportunities, please visit caesarsjobs.com.