



Harrah's Gulf Coast unveils plans for new interactive sports and entertainment amenity; 406 Club to debut late summer 2019

406 Club will introduce the second phase of the sports betting experience at Harrah's; the venue to feature dynamic LCD displays, private fan caves, and entertainment offerings including bar games

Suggested Tweet – Join the club! Watch all the game day action like a VIP at 406 Club, [@HarrahsGC](#)'s new entertainment and sports viewing venue this upcoming NFL season.

Biloxi, Miss. (June 5, 2019) – Today [Harrah's Gulf Coast](#) formally announced an expansion to their sports betting and entertainment experiences with the addition of 406 Club; a dynamic, non-traditional venue with attractive, high-tech amenities, guaranteed to take sports viewing and entertainment to another level in the Gulf South. The new venue, whose name offers a subtle nod to a previous era of sports betting in historic Biloxi, will feature three exclusive fan caves available for private reservations, each fully equipped with Xbox consoles for exceptional video game play. In addition, 406 Club will boast modern, interactive LCD screens for unmatched sports watching, thoughtfully-crafted food and beverage specials for game day, live music and bar games, including beer pong, shuffleboard and foosball. Construction for 406 Club began in April and is projected to open in time for football season.

406 Club was designed by [Friedmutter Group](#) with local assistance by [Dale Partners Architects](#). It is being built by [Yates Construction](#), a local construction firm located on the Mississippi Gulf Coast. The venue will be centrally-located on the casino floor, and feature sports betting kiosks for in-moment sports wagers powered by [Scientific Games](#)' *OpenBet*™ Technology. The new, contemporary amenity for the Caesars Entertainment resort and casino complements its existing sports wagering venue, [The Book](#), which opened to bettors in August 2018 following the legalization of sports betting in the state of Mississippi.

"When we opened The Book last August, we knew it was the first phase of many in the sports betting and entertainment arena for our casino and resort," said Jonathan Jones, general manager of Harrah's Gulf Coast. "The construction and launch of 406 Club is the next step in that evolution, and is made all the more exciting by our parent company, Caesars Entertainment's, exclusive, first-ever casino partnership with the [NFL](#). That partnership, coupled with last month's announcement of a new collaboration with [ESPN](#), makes Harrah's Gulf Coast the authority on the Coast for sports betting and entertainment. 406 Club will bring a new level of energy and excitement to our casino floor and add a unique amenity offering here on the Mississippi Gulf Coast."

In addition to the private fan caves, bar games and sports betting kiosks, 406 Club will be the first to feature Bar Top Gaming by [Interblock](#) in the state of Mississippi. Described as an "elegant play station", Interblock's Bar Top Gaming offers a luxury, fast and interactive entertainment experience for both traditional and non-traditional casino games, including Blackjack, Craps, Roulette, Baccarat, and popular video poker themes. The Bar Top Games are

sleek and modern in appearance, and feature 18 casino games, allowing guests to play up to four games simultaneously.

For up-to-date information about the construction and timeline of 406 Club, please stay tuned to Harrah's Gulf Coast's [Facebook page](#). Additional information surrounding opening dates will be forthcoming.

[EXCLUSIVE RENDERINGS HERE](#): 406 Club, Harrah's Gulf Coast's newest sports and entertainment venue, is projected open in late August of this year. The dynamic, new venue was designed by Friedmutter Group and is being constructed by Yates Construction.

About Harrah's Gulf Coast

Harrah's Gulf Coast is a Caesars Entertainment property. Located on the beaches of Biloxi, Mississippi, the resort completed a \$14 million hotel renovation in Spring 2016 and features a 33,000-square-foot casino that boasts 800 of the newest and hottest slot machines, 35 action-packed table games, a sports wagering venue, The Book, and six dining amenities: Magnolia House, a fine-dining restaurant by James Beard Award semi-finalist, Chef Kelly English, the 24-hour restaurant, Steak 'n Shake, Chef Thomas Genin's The Blind Tiger – Biloxi Beach, Flavors Buffet, an upscale sports bar and lounge, Mix & Mingle that connects to an outdoor pool oasis and Starbucks coffeehouse, located in the hotel lobby. The restaurants complement Harrah's Gulf Coast's other award-winning amenities, including Grand Bear – a Jack Nicklaus Signature Golf Course – the 16,000-square-foot relaxation retreat Bellissimo Salon & Spa, complete with a fitness center and The Great Lawn, a 10.5 acre event venue that overlooks the Gulf of Mexico. Featuring Caesars Rewards®, the most inclusive loyalty program in the country, guests have access to exclusive benefits across the country with the ability to redeem offers and reward credits at any of the 40 destinations within the network. For more information, please visit www.HarrahsGulfCoast.com.

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