

2017 QUEST FOR REWARDS: LAS VEGAS PROMOTION
Official Rules

Promotion period ("Promotion Period") begins on Thursday, June 1, 2017 and ends on Thursday, August 31, 2017. As used herein, "Sponsor" means Caesars Enterprise Services, LLC, located at One Caesars Palace Drive, Las Vegas, NV 89109, and "Promotion Entities" means Sponsor, Sponsor's parent and each of Sponsor's affiliated and subsidiary companies. The "2017 Quest for Rewards: Las Vegas Promotion" shall be referred to as the "Promotion" throughout these Official Rules. Promotion is sponsored by Sponsor.

General Rules:

1. To be eligible to enter this Promotion, entrants ("Entrants") must be:
 - a. A Total Rewards® member (membership is free, and Entrants can join at any Total Rewards Center, online at www.TotalRewards.com, or via the play by Total Rewards mobile app);
 - b. A resident of the United States or Canada (excluding Quebec); and
 - c. At least 21 years of age.
2. Void in the Province of Quebec and where prohibited or restricted by law.
3. This Promotion is subject to all applicable federal, state, provincial and local laws and regulations, including gaming regulations, and all aspects of the Promotion are subject to the approval of appropriate regulatory authorities. Residents of certain states or other jurisdictions may be excluded from participation until Sponsor or its affiliate has received applicable regulatory approval.
4. All entries are subject to review and verification.
5. Except where prohibited by law, Entrants agree to allow Sponsor the unconditional use of their name and likeness for promotions/advertising and announcements without compensation, consideration, notice, review, or consent.
6. Winner is responsible for any and all taxes, licenses, registrations and other fees, as applicable.
7. Promotion times are approximate. Sponsor reserves the right to change Promotion times due to unforeseen or extenuating circumstances.
8. All decisions regarding the interpretation of the Official Rules, eligibility, etc. for this Promotion lie solely with Sponsor whose decisions are final.
9. Sponsor reserves the right to modify or cancel this Promotion at any time, for any reason, subject to any applicable regulatory approval, provided that such modification shall not, as of the date of such modification, materially alter or change any Entrant's prize already awarded. Notice of any such modification is sufficient if posted on the Total Rewards website located at <https://www.totalrewards.com/content/cet-tr/en/promotions/quest-for-rewards-las-vegas.html>.
10. Sponsor may disqualify any Entrant for any prize based upon fraud, dishonesty, violation of these Official Rules or other misconduct whether or not related to this Promotion.
11. Sponsor is not liable for injuries or losses arising or resulting from participation in the Promotion and is not liable for any acts or omissions by employees, whether negligent or willful, in the conduct of the Promotion and is not liable in the event of any equipment or software malfunction.
12. Sponsor is not responsible for lost, late, mutilated, or illegible entries nor for electronic transmission errors or delays resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, hardware, software, or telephone failures of any kind, lost or unavailable connections, fraud, incomplete, garbled, or delayed computer transmissions, whether caused by Sponsor, users, or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the

Page: 1

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processing of submissions which may limit, restrict, or prevent an Entrant's ability to participate in the Promotion.

13. If for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes within or beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Promotion, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion.
14. Any attempt by any person to deliberately damage any program or to undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.
15. Prizes and entries are non-transferable.
16. Entries will be retained for record keeping purposes in accordance with local legal requirements.
17. Need not be present to win.
18. A copy of these Official Rules and any changes will be available on the Total Rewards page (<https://www.totalrewards.com/content/cet-tr/en/promotions/quest-for-rewards-las-vegas.html>) throughout the duration of this Promotion.
19. The following individuals are not eligible to enter the Promotion:
 - a. Employees of Sponsor or any of its subsidiaries, affiliates or parent companies who are (i) director level or above or (ii) involved in coordinating or executing promotions on behalf of Sponsor;
 - b. Employees of any advertising agency or marketing services firm that is providing any services to Sponsor in connection with the Promotion;
 - c. The spouse, parent or child of an employee described in (a) or (b) above;
 - d. Anyone sharing the same primary residence as an employee described in (a) or (b) above; or
 - e. Individuals who are excluded from any Promotion Entity's casino facilities, including through a government program, at such Promotion Entity's discretion, or the request of such individual.
20. By entering the Promotion, each Entrant agrees on behalf of Entrant and his or her heirs, executors, and administrators (a) to release and hold harmless Promotion Entities and each of their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from Entrant's participation in the Promotion and/or Entrant's acceptance, possession, use, or misuse of a prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from Entrant's failure to comply with these Official Rules or a breach of any of Entrant's representations and warranties; (c) to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, condition, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including express warranties provided exclusively by a prize supplier that are sent along with such prize; (d) if selected as a winner, to the posting of Entrant's name on Sponsor's websites and the use by the Promotion Entities of Entrant's name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (e) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Promotion itself, and to be bound by all decisions of Sponsor, which are binding and final.
21. Sponsor reserves the right to substitute prizes that have or have not been awarded as long as the value is substantially the same as the original prize offered in the event that the original prize becomes unavailable. In no event will Sponsor be obligated to award more prizes than the number of prizes stated in these Official Rules.

Page: 2

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22. Odds of winning dependent upon number of entries received.

Entry:

23. Entrants must:

- a. opt-in to the Promotion through www.TotalRewards.com/quest-ly;
- b. have a valid email address on file; and
- c. be opted in to receive marketing communications.

24. During the Promotion Period, an Entrant must earn Badges through eligible gaming and entertainment spend at participating Total Rewards properties in Las Vegas, including Caesars Palace, Planet Hollywood, Rio All-Suite Hotel & Casino, Harrah's, Paris, Bally's, Flamingo, The LINQ, and The Cromwell ("Property" or Properties"), to be eligible to earn entries:

- a. Gaming Badges have two (2) categories: Slots and Table Games.
 - i. "Slots" Badges are awarded by earning at least 25 Tier Credits through slot and video poker machines at each Property during a single "Promotional Day" (defined as 6:00am to 5:59am)
 - ii. "Table Games" Badges are awarded by earning at least 25 Tier Credits through table games at each Property during a single Promotional Day, excluding Poker.
 - iii. Once an Entrant has earned both the Slots and Table Games Badges at an individual property, they will also automatically be awarded that Property Badge.
 - iv. A maximum of 27 Gaming Badges can be earned.
- b. Entertainment Badges have six (6) categories with three (3) levels for each:
 - i. Categories:
 - Food and Beverage
 - Hotel Stay
 - Shopping
 - Spa
 - Golf
 - Shows
 - ii. Levels:
 - One-star Badge for spend of at least \$100
 - Two-star Badge for spend of at least \$250
 - Three-star Badge for spend of at least \$500
 - iii. Entertainment Badges are based on combined spend in each category across all Properties over the Promotional Period. As an Entrant's spend in each category reaches and surpasses each threshold, their spend will continue to count towards the next Badge level for that category.
 - iv. A maximum of 18 Entertainment Badges can be earned.

25. Tier Credits earned in one Promotional Day do not carry over to the next Promotional Day or across Properties for purposes of earning a Gaming Badge. For more details about Tier Credit earning, visit a Total Rewards Center or www.TotalRewards.com. Monetary spend will be cumulative over the Promotional Period and across Properties for purposes of earning an Entertainment Badge.

26. Participants can earn a maximum of forty-five (45) Badges during the Promotional Period.

27. Entrants are also eligible to receive a Tier Credit Bonus for earned Badges pursuant to separate terms and conditions. See any Total Rewards Center or <https://www.totalrewards.com/content/cet-tr/en/promotions/quest-for-rewards-las-vegas.html> for details.

28. Entrant will receive entries into the Promotion drawing based on the number of Badges earned as set forth in the table below. Bonus drawing entries will be awarded for Badges 31 and above. Maximum of sixty (60) drawing entries per Entrant.

Page: 3

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Total Badges Earned	Total Number of Drawing Entries	Total Badges Earned	Total Number of Drawing Entries	Total Badges Earned	Total Number of Drawing Entries
1	1	16	16	31	32 (31+ 1 bonus)
2	2	17	17	32	34 (32 + 2 bonus)
3	3	18	18	33	36 (33 + 3 bonus)
4	4	19	19	34	38 (34 + 4 bonus)
5	5	20	20	35	40 (35 + 5 bonus)
6	6	21	21	36	42 (36 + 6 bonus)
7	7	22	22	37	44 (37 + 7 bonus)
8	8	23	23	38	46 (38 + 8 bonus)
9	9	24	24	39	48 (39 + 9 bonus)
10	10	25	25	40	50 (40 + 10 bonus)
11	11	26	26	41	52 (41 + 11 bonus)
12	12	27	27	42	54 (42 + 12 bonus)
13	13	28	28	43	56 (43 + 13 bonus)
14	14	29	29	44	58 (44 + 14 bonus)
15	15	30	30	45	60 (45 + 15 bonus)

29. Entrants are not permitted to have multiple Total Rewards accounts. Any attempt by any entrant to obtain more than the stated number of Entries by using multiple/different Total Rewards accounts, identities, registrations and logins, or any other methods will void that Entrant's entries and that Entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, Sponsor reserves the right to determine the authorized account holder in its sole discretion. Each potential winner may be required to show proof of being the authorized account holder.
30. **No late entries will be accepted.**
31. Entries shall become the property of Sponsor, where applicable, and will not be returned.
32. Potential winners will be selected by random selection process (through any reasonably secure means to be determined by Sponsor) from all eligible drawing entries.
33. Sponsor's use of Entrants' personal information is governed by Sponsor's privacy policy, located at <http://caesarscorporate.com/privacy/>.

Prizes and Winner Selection:

34. Sponsor will select 26 potential Prize winners as described below:
 - a. Twenty winners will each receive 10,000 Reward Credits (estimated redemption value of \$100 USD; redemption value may vary);
 - b. Five winners will each receive 50,000 Reward Credits (estimated redemption value of \$500 USD; redemption value may vary); and
 - c. One GRAND PRIZE winner will receive choice of a Seven Stars tier status upgrade through January 31, 2018 (estimated value of \$7,500) OR Dinner for two at Restaurant Guy Savoy in Caesars Palace (max \$1000)
35. Reward Credits are not redeemable for cash and have no value until presented for redemption in accordance with the terms and conditions of the Total Rewards program.
36. Only the Entrant who submitted the winning entry will receive the prize. In case of a dispute over the identity of the individual who made a winning entry, Sponsor reserves the right to determine the potential winner in its sole discretion.
37. Potential winners who are residents of Canada will be required to correctly answer, unaided, a time-limited (90 seconds), mathematical, skill-testing question. All answers to skill-testing questions are final. Should a potential Canadian winner incorrectly answer the skill-testing question, the potential winner will be disqualified.
38. Prizes are non-transferable and no substitution will be made except as provided herein at Sponsor's sole discretion.
39. Reward Credit prizes are subject to all terms and conditions applicable to Reward Credits, including, without limitation, the Total Rewards Rules and Regulations available at www.totalrewards.com/rules. A winner's Reward Credits will expire if the winner fails to earn at least one (1) new Reward Credit every six (6) months. Reinstatements will not be allowed if the Reward Credits expire due to inactivity. Visit www.totalrewards.com for more information.
40. Potential Winners will be contacted via email or telephone, or any other available means by Sponsor on or beginning September 15, 2017. Invalid or incorrect contact information (telephone number, email address or mailing address) may result in prize forfeiture.
41. Potential winners must reply within 48 hours of being contacted to claim their prize. Notice to potential winner may include instructions on how to confirm eligibility, which may require potential winner to email or otherwise deliver to Sponsor potential winner's full name, date of birth, phone number, email address, and/or mailing address. Failure to reply or provide requested information within 48 hours will result in prize forfeiture.
42. Potential winner may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release.
43. Unclaimed prizes will be forfeited. Invalid or incorrect contact information (Total Rewards Number, telephone number, email address or mailing address) may result in prize forfeiture.
44. If by reason of a print or other error, more prizes are claimed than the number set forth in these official rules, all prizes will be awarded on a first come - first serve basis until the advertised number of prizes available in each prize category are distributed. No more than the advertised number of prizes will be awarded and any claims after that number of prizes is awarded will be void.
45. If a winner does not claim his or her prize in the allotted time, Sponsor will, time permitting, select a new potential winner.
46. All prizes timely claimed will be awarded. Sponsor and its affiliated and parent company, advertising and promotion agencies, are not responsible for printing, distribution or production errors and may rescind, cancel or revoke this drawing based upon any such error without liability and at its sole discretion. By participating in this promotion, entrants waive all right to, and hold harmless, Sponsor and its advertising and promotions

Page: 5

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agencies from any loss, damage or expense arising out of or in connection with participation in this promotion or the acceptance, use or misuse of any prize.

47. For a copy of these Official Rules or the name(s) of the winner(s) (available after October 15, 2017), send a self-addressed, stamped envelope to be received no later than December 14, 2017 to Caesars Entertainment, One Harrah's Court, Las Vegas, NV 89119, Attn: Total Rewards (Quest For Rewards: Las Vegas Promotion). Canadian residents may omit return postage.

Page: 6

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Total Rewards
Quest for Rewards: Las Vegas Tier Credit Bonus Offer
Terms and Conditions

1. The Quest for Rewards: Las Vegas ("Promotion") Tier Credit Bonus Offer ("Offer") is available to all Total Rewards members ("Participants") who remain in good standing during the entire duration of the Offer Period (defined below). Offer is subject to the Total Rewards Rules and Regulations (www.TotalRewards.com/Rules), which are incorporated herein by this reference.
2. The "Offer Period" for this Offer is June 1, 2017 through August 31, 2017.
3. The Offer is valid for eligible activity at participating Total Rewards properties in Las Vegas ("Property" or "Properties"), including Caesars Palace, Planet Hollywood, Rio All-Suite Hotel & Casino, Harrah's, Paris, Bally's, Flamingo, The LINQ, and The Cromwell.
4. During the Offer Period, Participants must Opt-in to the Promotion at www.TotalRewards.com/quest-lv and earn Badges through gaming and entertainment spend to be eligible for this Offer. Participants are eligible to receive a Tier Credit bonus ("Tier Credit Bonus") based on the number of Badges earned.
5. Gaming Badges have two (2) categories: Slots and Table Games.
 - a. "Slots" Badges are awarded by earning at least 25 Tier Credits through slot and video poker machines at each Property during a single "Promotional Day" (defined as 6:00am to 5:59am)
 - b. "Table Games" Badges are awarded by earning at least 25 Tier Credits through table games at each Property during a single Promotional Day, excluding Poker.
 - c. Once a Participant has earned both the Slots and Table Games Badges at an individual property, they will also automatically be awarded that Property Badge.
 - d. A maximum of 27 Gaming Badges can be earned.
6. Entertainment Badges have six (6) categories with three (3) levels for each:
 - a. Categories:
 - Food and Beverage
 - Hotel Stay
 - Shopping
 - Spa
 - Golf
 - Shows
 - b. Levels:
 - One-star Badge for spend of at least \$100
 - Two-star Badge for spend of at least \$250
 - Three-star Badge for spend of at least \$500
 - c. Entertainment Badges are based on combined spend in each category across all Properties over the Offer Period. As a Participant's spend in each category reaches and surpasses each threshold, their spend will continue to count towards the next Badge level for that category.
 - d. A maximum of 18 Entertainment Badges can be earned.
7. Tier Credits earned in one Promotional Day do not carry over to the next Promotional Day or across Properties for purposes of earning a Gaming Badge. For more details about Tier Credit earning, visit a Total Rewards Center or www.TotalRewards.com. Monetary spend will be cumulative over the Offer Period and across Properties for purposes of earning an Entertainment Badge.
8. Participants can earn a maximum of forty-five (45) Badges during the Offer Period.
9. Participants will receive a Tier Credit Bonus based on the number of Badges earned during the Offer Period as follows:

Page: 1

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Total Badges Earned	Tier Credit Bonus (Total)	Total Badges Earned	Tier Credit Bonus (Total)	Total Badges Earned	Tier Credit Bonus (Total)
1	200	16	3,200	31	6,400
2	400	17	3,400	32	6,800
3	600	18	3,600	33	7,200
4	800	19	3,800	34	7,600
5	1,000	20	4,000	35	8,000
6	1,200	21	4,200	36	8,400
7	1,400	22	4,400	37	8,800
8	1,600	23	4,600	38	9,200
9	1,800	24	4,800	39	9,600
10	2,000	25	5,000	40	10,000
11	2,200	26	5,200	41	10,400
12	2,400	27	5,400	42	10,800
13	2,600	28	5,600	43	11,200
14	2,800	29	5,800	44	11,600
15	3,000	30	6,000	45	12,000

10. The Tier Credit Bonus will be automatically added to Participant's Tier Score for 2017 no later than September 15, 2017.
11. Only one Tier Credit Bonus awarded per Participant.
12. Tier Credit Bonuses earned pursuant to this Offer do not count toward Reward Credit balance, promotional Tier Credit earnings or qualifying for a Daily Tier Credit Bonus.
13. This Offer is subject to all applicable federal, state, and local laws and regulations, including gaming, and all aspects of the Offer are subject to the approval of appropriate regulatory authorities, if required. Offer void where prohibited by law.
14. Caesars Enterprise Services, LLC and/or any affiliated entity reserves the right to modify or cancel this Offer at any time, for any reason, subject to any applicable regulatory approval.

Page: 2

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