

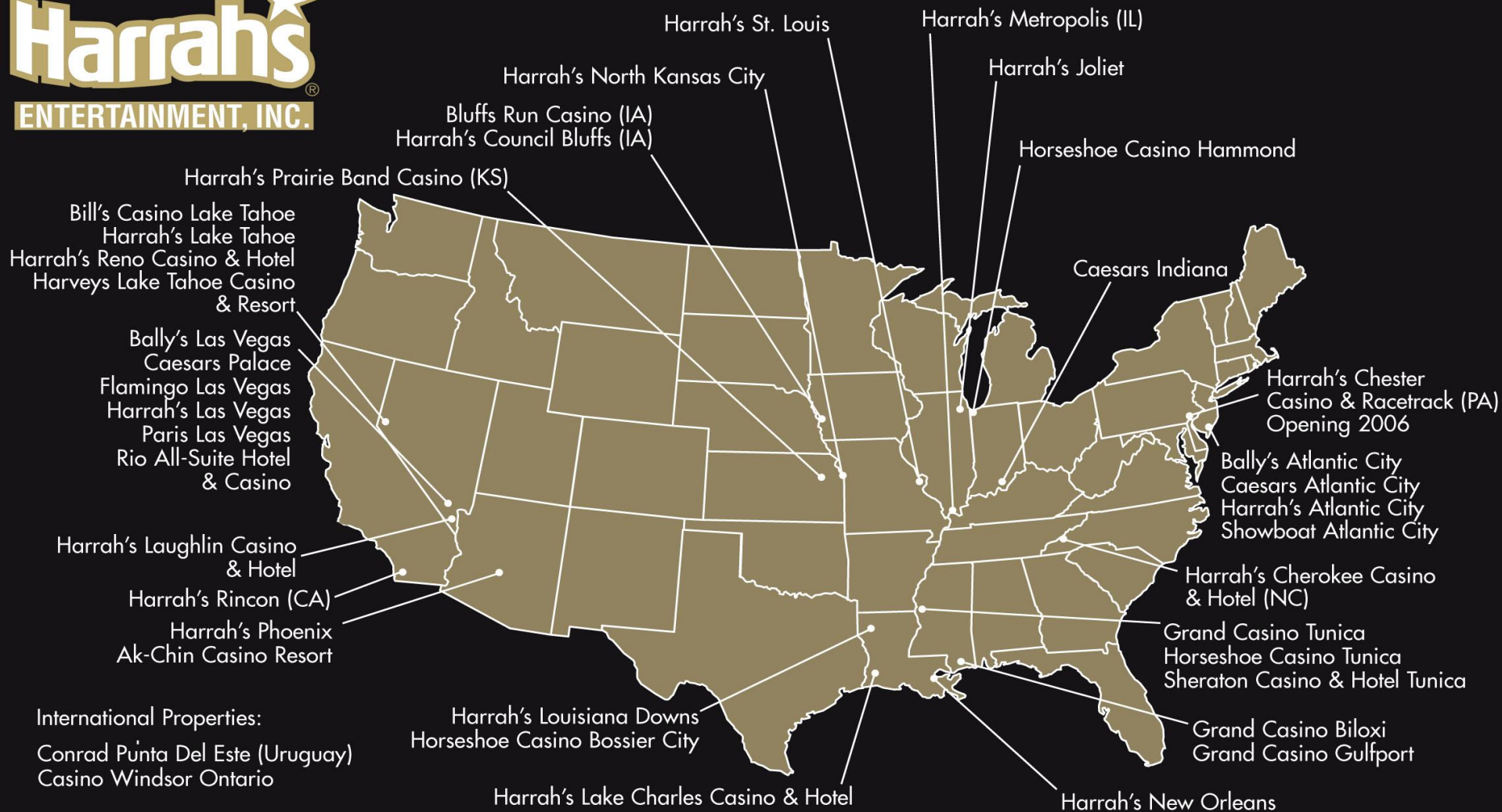
Racino Conference 2005





Harrah's Entertainment, Inc.

- Founded in 1937, Las Vegas-based Harrah's Entertainment, Inc. is the world's premier provider of branded casino entertainment
- Harrah's Entertainment (NYSE: HET) owns or manages through various subsidiaries more than 40 casinos in three countries, primarily under the Harrah's, Caesars and Horseshoe brand names
 - With nearly 4 million square feet of casino space, more than 40,000 hotel rooms and nearly 100,000 employees, the Harrah's portfolio is the most diverse in the gaming industry
- We concentrate on building loyalty and value for our customers, shareholders, employees, business partners and communities by being the most service-oriented, geographically diversified company in gaming





About Consumer Insights

- Consumer Insights is dedicated to providing the most up-to-date information to our management team in all areas of our casino operations including:
 - Hotel
 - Gaming
 - Food and Beverage
 - Development and Planning
 - Advertising
 - Loyalty/player card program
- Conduct an average of 75 primary market research projects a year
- \$2.5 million spent on research in 2004
- Using all methodologies and techniques
 - One-on-one interviews (phone and in-person)
 - Internet
 - Mail
 - Discrete choice, modeling, TURF, segmentation, AAUs, copy testing



COMPARISON OF RACINO VISITORS AND NON-VISITORS*

**Based on 2005 Gaming Panel Data*



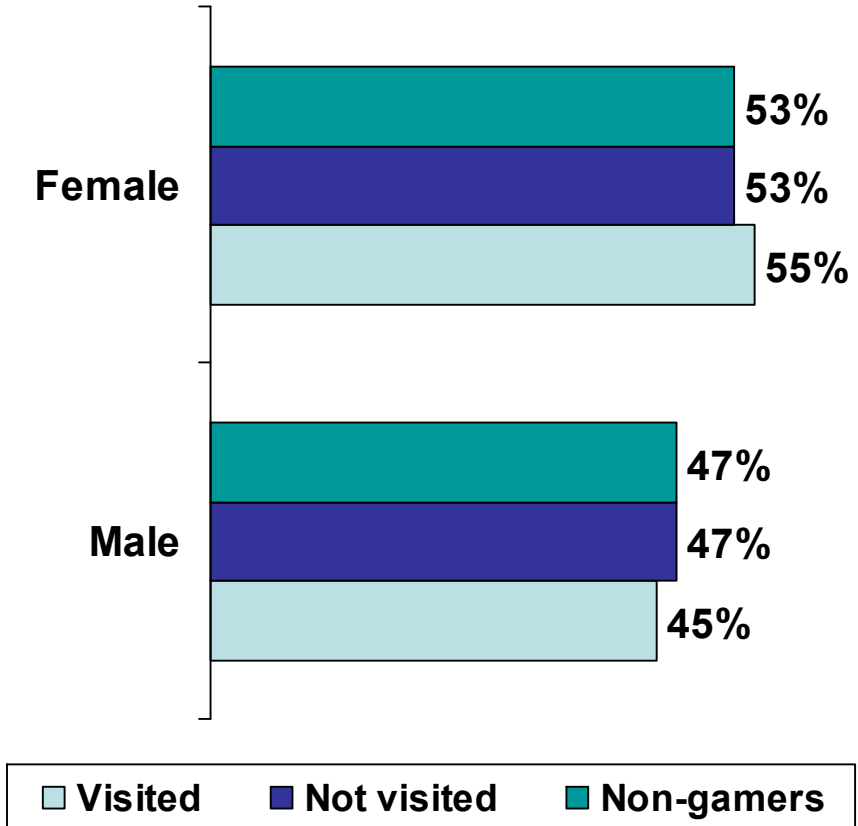
Methodology

- Data referring to Non-Gamers was collected through the National Profile Study and the U.S. Gaming Panel, both of which are conducted by TNS-NFO on a nationwide basis.
 - Survey questionnaires were mailed to pre-identified gamblers and a representative group of adults, aged 21 or older.
- Data referring to visitors and non-visitors of Racinos are pulled from the U.S. Gaming Panel, from all quarters of 2004 and quarter 1 and 2 from 2005.
 - Survey questionnaires were mailed to a panel of 100,000 adults in which casino gamblers were identified if they had gambled in the 12 months prior to the survey.



Gender

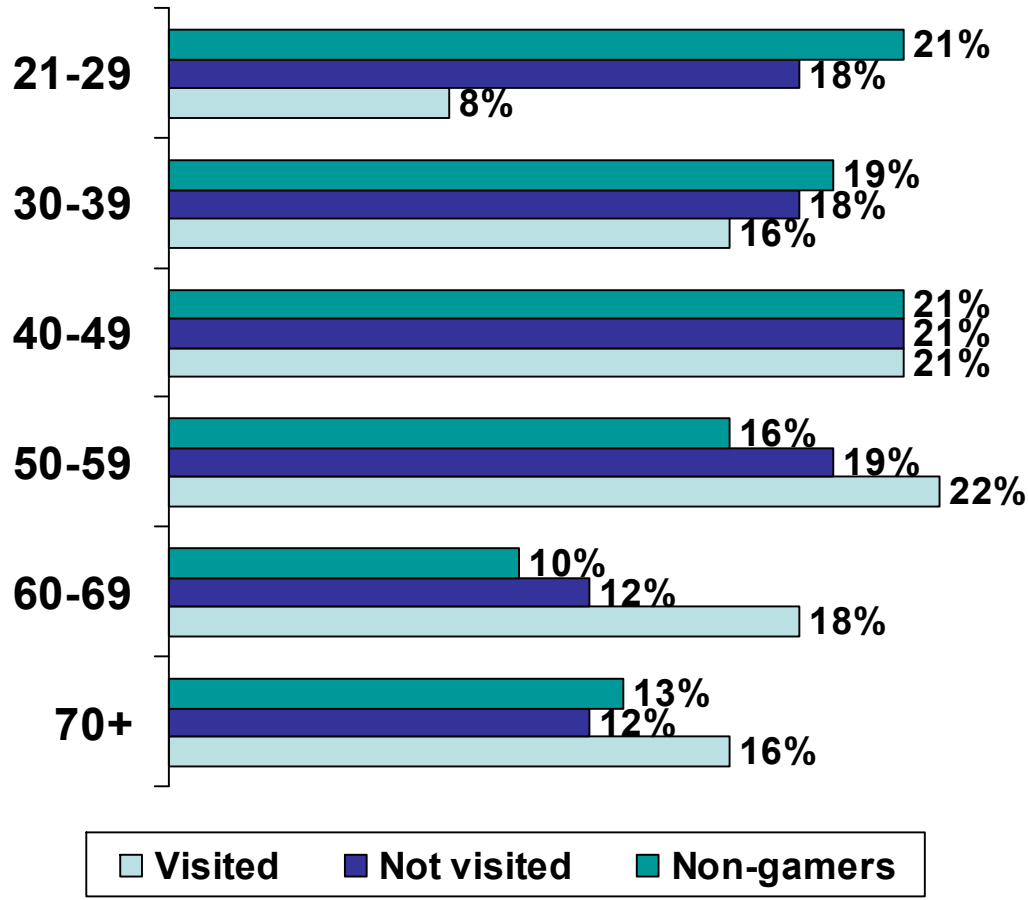
Racino visitors are slightly more likely to be female (55%) than non-racino visitors (53%).





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Age



Racino visitors are generally older than those who have not visited a racino. Visitors reported a median age of with a 52 years while non-visitors stated a median age of 46 years old.

Visited
Median Age:52

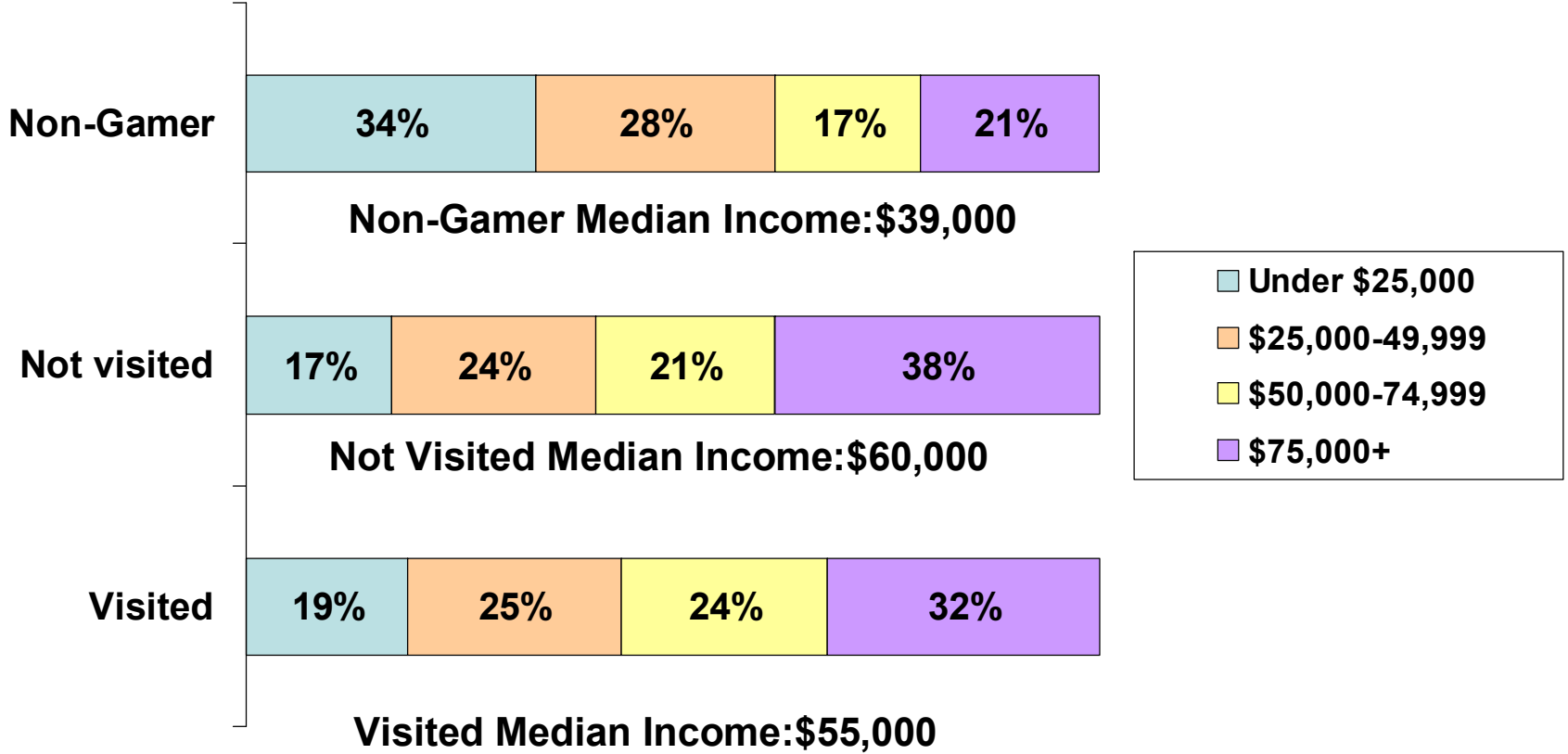
Not Visited
Median Age:46

Non-Gamer
Median Age:44



Income

Gamblers, including both racino visitors and non-visitors, are more affluent than non-gamers.



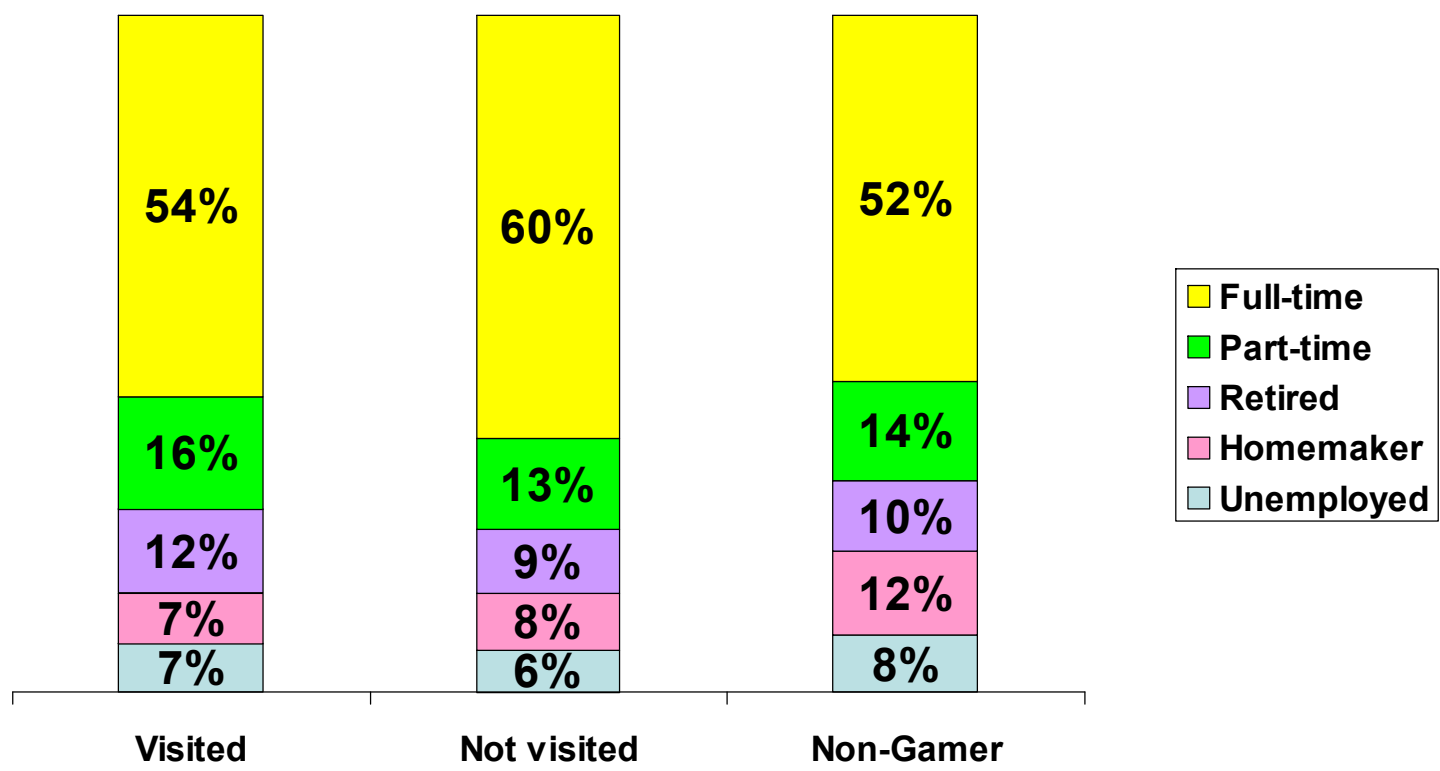


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Employment

Racino visitors are more likely to be employed either part-time or retired.





Gaming Behavior

Racino visitors take almost twice as many gaming trips than non-visitors.

Racino visitors are primarily slot players while non-visitors also like to play video poker and table games.

	Visited	Not Visited
# Gaming trips past 12 months	7.9	4.8
Slots NET	78%	64%
Video Poker NET	6%	8%
Table Games NET	7%	14%