



## **PLAYDOM AND HARRAH'S INTERACTIVE ENTERTAINMENT TEAM TO LAUNCH THE OFFICIAL WORLD SERIES OF POKER® GAME ON FACEBOOK AND OTHER SOCIAL NETWORKS**

### **WSOP ONLINE FACEBOOK POKER GAME AVAILABLE NOW**

**LAS VEGAS (July 29, 2010)** – With the 2010 World Series of Poker down to the Main Event November Nine, and with record breaking participation in this, its 41st year, the world's most popular poker brand is launching an exciting social network poker application.

The competition is just heating up on Facebook with the launch of WSOP poker. Poker players across the globe will be able to engage in the WSOP experience all year long.

Harrah's Interactive Entertainment, Inc. (HIE) has entered into an agreement with privately-held Playdom, Inc. a Mountain View, California-based social games company, with more than 46 million active monthly users across their network of games.

Playdom will re-launch its existing [online poker game](#), *Poker Palace*, by re-branding the Facebook game with the "World Series of Poker" brand and will work with the HIE team to create one of the most fun and social poker games available on social networks.

"We are very excited to bring the thrill and excitement of the World Series of Poker to the social gaming space with Playdom," said WSOP Vice President Craig Abrahams. "We will immediately start to work on enhancing the game, bringing unique WSOP promotions and sweepstakes into the offering and ensuring that the battle for WSOP virtual championship bracelets can become a Facebook-friendly endeavor."

The WSOP-branded poker game launches globally this week and can be found initially by visiting <http://www.facebook.com/WSOP>, with added social networks like MySpace and others following soon.

"There is only one brand in poker that stands out and that is the World Series of Poker," said Sean Phinney, Vice President of Business Development for Playdom. "We think big brands will win on social networks and we are excited to start working together to create a unique and fun social gaming experience."

Game enthusiasts will be able to choose from a variety of different poker offerings at WSOP on Facebook including single table play money, virtual cash games and single-table tournaments featuring both full-table and short-handed play. All poker play will feature play money only. Among the offerings coming soon include the battle for virtual WSOP bracelets, as well as opportunities to enter sweepstakes that award prizes including trips to Las Vegas and seats to live WSOP events.

The game is expected to evolve over time, adding regular updates and enhancements. In addition, a variety of other social gaming platforms will be offered to play the game globally.

In addition to this new social network game with Playdom, the WSOP already features one of the most popular mobile games in the marketplace, with its *World Series of Poker Hold'em Legend* in concert with Glu Mobile. It consistently ranks among the top-selling paid apps available in the iTunes store as well as on Android and other carrier stores. For more information visit the [WSOP mobile game](http://www.wsopmobile.com/), (<http://www.wsopmobile.com/>).

#### **ABOUT THE WSOP**

The World Series of Poker (WSOP) is the largest, richest and most prestigious gaming event in the world awarding millions of dollars in prize money and the prestigious gold bracelet, globally recognized as the sport's top prize. Featuring a comprehensive slate of tournaments in every major poker variation, the WSOP is poker's longest running tournament in the world, dating back to 1970. In 2010, the event attracted 72,966 entrants from 117 different countries to the Rio All-Suite Hotel and Casino in Las Vegas and awarded over \$187 million in prize money. For more information on the World Series of Poker, please visit our website at [www.WSOP.com](http://www.WSOP.com).

**ABOUT PLAYDOM** – Playdom is committed to bringing people everywhere together through the world's best social games. Playdom is a top game developer on Facebook and MySpace with popular titles including Social City, Sorority Life, Mobsters, Tiki Resort, Treetopia, Fanglies, Verdonia and newly released Market Street. To date, more than 240 million Playdom games have been installed on leading platforms including Facebook, MySpace, iPhone and Hi5. Playdom is headquartered in Mountain View, Calif., with studios in San Francisco, Los Angeles and San Diego, Calif.; Seattle, Wash.; Eugene, Ore.; Boulder, Colo.; Chapel Hill, N.C.; Buenos Aires, Argentina and in South Asia. For more information about Playdom, please visit [www.playdom.com](http://www.playdom.com).

This release includes "forward-looking statements" intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. You can identify these statements by the fact that they do not relate strictly to historical or current facts. These statements contain words such as "may," "will," "project," "might," "expect," "believe," "anticipate," "intend," "could," "would," "estimate," "continue" or "pursue," or the negative or other variations thereof or comparable terminology. In particular, they include statements relating to, among other things, future actions, new projects, strategies, future performance, the outcomes of contingencies and future financial results of Harrah's. These forward-looking statements are based on current expectations and projections about future events.

Investors are cautioned that forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties that cannot be predicted or quantified and, consequently, the actual performance of Harrah's may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, but are not limited to, the following factors, as well as other factors described from time to time in our reports filed with the Securities and Exchange Commission (including the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" contained therein):

- the impact of the company's significant indebtedness;
- the effects of local and national economic, credit and capital market conditions on the economy in general, and on the gaming and hotel industries in particular;
- construction factors, including delays, increased costs for labor and materials, availability of labor and materials, zoning issues, environmental restrictions, soil and water conditions, weather and other hazards, site access matters and building permit issues;
- the effects of environmental and structural building conditions relating to our properties; access to available and reasonable financing on a timely basis;
- the ability to timely and cost-effectively integrate acquisitions into our operations;
- changes in laws, including increased tax rates, smoking bans, regulations or accounting standards, third-party relations and approvals, and decisions of courts, regulators and governmental bodies;
- litigation outcomes and judicial actions, including gaming legislative action, referenda and taxation;
- the ability of our customer-tracking, customer loyalty and yield-management programs to continue to increase customer loyalty and same store sales or hotel sales;
- our ability to recoup costs of capital investments through higher revenues;
- acts of war or terrorist incidents, severe weather conditions or natural disasters;
- abnormal gaming holds; and
- the effects of competition, including locations of competitors and operating and market competition.

Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. Harrah's disclaims any obligation to update the forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated, or if no date is stated, as of the date of this press release.

#### **MEDIA CONTACTS:**

WSOP: Seth Palansky, [spalansky@wsop.com](mailto:spalansky@wsop.com), (702) 407-6344

PLAYDOM: Christa Quarles, [christa@playdom.com](mailto:christa@playdom.com), (650) 963-8024