



**HARRAH'S RINCON CASINO & RESORT UNVEILS NEW NAME:  
HARRAH'S RESORT SOUTHERN CALIFORNIA**

*Name Change Announcement Coincides with Property-Wide  
\$160 Renovation and Resort's Fresh, New Direction*

SAN DIEGO, Calif. (March 4, 2014) - Harrah's Rincon Casino & Resort is proud to announce the unveiling of the property's brand new and highly anticipated brand evolution to **Harrah's Resort Southern California**. The name change precedes the April 2014 completion of a \$160 million, multi-phase renovation and expansion, and beautifully encapsulates the resort's new direction, with a focus on the improved Southern California gaming and resort experience and the array of amenities for guests.

"We're thrilled for the next chapter at the resort, and with this property-wide transformation, our focus on service and the guest experience at Harrah's Resort Southern California will far surpass expectations and bring the resort to the next level," said Regional President and General Manager Janet Beronio. "This official name change is concurrent with the unveiling of our most recent renovation and expansion in April, which perfectly positions Harrah's as a premier Southern California destination resort."

"Our expansion ensures we have a property that is ideally suited to every guest and even more amenities for our gaming customers," Beronio continued. "Whether you are a leisure traveler looking for a quick getaway, someone who wants to enjoy a great meal and a concert, a meeting planner putting together a retreat or offsite meeting, or someone organizing a large party or event, Harrah's Resort Southern California can provide everything you need for the perfect gaming resort experience."

"The Rincon Band is very excited about the many positive changes taking place," stated Bo Mazzetti, chairman of the Rincon Band of Luiseño Indians. "The name change ensures that guests throughout the country will know that when they visit

this resort owned by the Rincon Band of Luiseño Indians, they will enjoy the kind of world class experience they expect from a nationally-branded destination.”

Harrah’s Resort Southern California’s location in picturesque Valley Center makes it an easy getaway for Southern Californians. Just a one hour drive from downtown San Diego and two hours from Los Angeles, Harrah’s Resort can offer visitors anything that resorts in those communities have to offer. Harrah’s Resort Southern California will boast 1,065 rooms after launching a brand new 403-room hotel tower, making it the fourth largest in the county. The new tower contains 52 additional suites, bringing the resort’s total suite inventory to 147. Also set to open in April is Spiked, a brand new craft-cocktail ultra-lounge. There will also be grab-and-go food options with the debut of the Earl of Sandwich and the return of the legendary Pink’s Hot Dogs.

These additions join currently existing resort amenities such as The Spa at Harrah’s, which offers a number of relaxing massages, stimulating facials and other specialty treatments. Another popular amenity is the fine-dining restaurant Fiore. A seven-time winner of the *Wine Spectator* Award of Excellence, Fiore offers guests a wide variety of selections from a seasonally rotating menu. Guests can pair their choices with a selection from a wine list containing up to 120 wines.

The expansion at Harrah’s Resort broke ground in October 2012 and the first phase was unveiled in July 2013 with the opening of Baja-inspired ‘ritas Cantina and Dive, a trifecta of pools complete with SoCal’s only swim-up bar and a 400-ft Lazy River. Dive is also the site of the hugely popular [Dive Dayclub](#) Adult Swim Saturdays running May-September. The second phase of the renovation was completed in January 2014 with the debut of The Events Center, a 53,221 square foot state-of-the-art non-smoking convention and entertainment venue that seats up to 2,200 in concert-style seating or 1,200 banquet-style. Harrah’s Resort has also recently welcomed Starbucks and a wine and craft beer bar, Corked, which has a 15,260-square -foot patio perfect for event pre-parties and live music. Both Corked and Starbucks are non-smoking facilities, as are all of the resort’s restaurants. The resort also boasts 891 non-smoking hotel rooms and suites and more than 10,703 square feet of non-smoking gaming space.

These new additions ensure that come this spring, Harrah’s Resort Southern California will expand from a gaming destination with a top-notch casino floor, and will flourish into an outstanding 1.2 million square foot all-season casino and resort; all coinciding with the brand new name.

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### **About Harrah’s Resort Southern California**

Harrah’s Resort Southern California, a AAA Four-Diamond Award-winning resort, is located at 777 Harrah’s Rincon Way (33750 Valley Center Road) in Valley Center, CA, 20 minutes northeast of Escondido. Harrah’s Resort is a premier resort and

gaming destination with state-of-the-art amenities and unparalleled customer service. Winner of numerous awards, including the *Wine Spectator* Award of Excellence, the Brand Diego Emerging Brand of the Year for Dive Dayclub, the Travelife Gold Key Award for environmental sustainability, and a four-key rating from Green Key Global, the resort offers guests fine dining and casual eatery options, multiple bar and lounge selections, a trifecta of pools, an award-winning spa, a full-scale meeting space and entertainment center and a casino floor with an expansive selection of slots and table games. Harrah's Resort is owned by the Rincon Band of Luiseño Indians and managed by HCAL, LLC, a Caesars License Company.

### **About the Rincon Band of Luiseño Indians**

The Rincon Band of Luiseño Indians governs a 6,000-acre reservation in Valley Center, and has 500 plus members. Established in 1875, the Rincon Band is a sovereign government, recognized by the U.S. Constitution, and federal government. A democratically elected tribal council has the executive, legislative, and legal authority to protect and promote the welfare of the tribal members and lands with powers equal to a city, county, or state. The Rincon Band owns Harrah's Resort Southern California and uses profits from this and other commercial enterprises to provide services such as police and environmental protection, health care, senior, youth and cultural programs, economic development and a tribal court.

The government also funds a tribal fire department, ambulance and paramedic unit, as well as increased Sheriffs' shifts that service the reservation and neighboring communities. Rincon's tribal enterprises are significant contributors to the North San Diego County economy, through job creation, purchase of local products and services, and tax generation. Annual community donations to regional non-profits support quality of life programs. The elected 2014 tribal council consists of Chairman Bo Mazzetti, Vice Chairwoman Stephanie Spencer, and Council Members Steve Stallings, Laurie E. Gonzalez and Frank Mazzetti III