



PRESS RELEASE

Harrah's Chairman, President & CEO, Gary Loveman, to deliver luncheon keynote at 14th annual East Coast Gaming Congress, May 24-25

ATLANTIC CITY – Gary Loveman, Chairman, President & CEO of Harrah's Entertainment Inc., will deliver the luncheon keynote address at the 14th annual East Coast Gaming Congress, May 24-25 at the Atlantic City Convention Center. The luncheon is sponsored by Bally Technologies.

"Gary has been a welcome speaker at this conference many times," said Michael Pollock, managing director of Spectrum Gaming Group, an organizing producer of the conference. "He always challenges the audience to examine this industry in new ways, and our attendees benefit tremendously from his insights – and his wit."

Lloyd D. Levenson, CEO of the Cooper Levenson law firm, also an organizing producer, notes that, "Gary has demonstrated, through the years he has spoken at ECGC, that he is always ahead of the curve in predicting the future of our industry. We are fortunate to have him speak again at our event."

More than 600 gaming operators, equipment manufacturers, regulators, attorneys, architects, analysts, public officials, investors and other gaming-related professionals are attending the East Coast Gaming Congress. The full conference schedule and registration are available at www.ecgc.us. Early-bird registration savings will be honored until advance registration is closed on the afternoon of Friday, May 21.

The event opens with an evening reception at Dusk at Caesars Atlantic City, sponsored by the Atlantic City Convention & Visitors Authority, and is followed by the intensive, daylong conference on the 25th. The conference will include – for the first time – eight CEO keynote presentations. In addition, there will be a regional panel with five operators representing 13 properties in the Northeast discussing the competitive challenges and outlook in this dynamic region, the always popular Wisdom from Wall Street panel, featuring four of the industry's leading Wall Street analysts, and a special panel where officials charged with promoting, governing and regulating Atlantic City will provide their insight into the future of the city.

The East Coast Gaming Congress is organized and produced by Spectrum Gaming Group, an independent research and professional services firm, Cooper Levenson law firm, Chapdelaine Credit Partners, and SOSH Architects.

Other sponsors include American Nonsmokers' Rights Foundation, Arraya Solutions, Bally Technologies, Casino Career Institute, *Casino Enterprise Management*, NJ Casino Reinvestment Development Authority (CRDA), Drexel University Hospitality/Gaming Program, Energenic, Ernst & Young, EwingCole, *Gaming Industry Observer*, Gaming Laboratories International, *Global Gaming Business*, Global Cash Access, Greater Atlantic City Chamber, IGT, MCA Processing, NJ Casino Control Commission, NJ Division of Gaming Enforcement, *The Press of Atlantic City*, and Stockton University. For sponsorship information, contact Donna Vecere at dvecere@cooperlevenson.com.

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