

Harrah's License Company, IMG Form Alliance To Expand World Series of Poker(R) In The U.S. And Globally

Las Vegas – (Business Wire) – Feb. 2, 2006 – Harrah's License Company, LLC, an affiliate of Harrah's Entertainment, Inc. (NYSE:HET), and IMG, the world's premier sports and lifestyle marketing firm, have formed a global sales and marketing alliance centered around business operations for the World Series of Poker, Harrah's signature sports property.

„The goal is to enhance our position as the most prestigious poker tournament in the world and as the pre-eminent poker brand in the sports industry,“ said Jeffrey Pollack, commissioner of the World Series of Poker and vice president of sports and entertainment marketing for Harrah's, the world's largest gaming company. „With our 36-year tradition and heritage, the World Series of Poker is already the category leader, but with IMG's expertise and global reach, we will create a new standard of excellence for our customers and partners.“

„IMG has a strong heritage of successfully working with global sports and entertainment properties and we share Harrah's vision for the future of the World Series of Poker,“ said Andy Pierce, senior corporate vice president, IMG. „We are committed to applying our global marketing, media and licensing resources to continue to build this world-class, five-diamond brand.“

IMG will work closely with Harrah's across all areas of the WSOP business, including global sponsorship sales, global product licensing, official Web site development,

international event development and international television representation.

The alliance marks the first collaboration between Harrah's and IMG.

The World Series of Poker is the most prestigious event of its kind and is the richest sporting event on the planet. In 2005, millions of people watched participants from 45 countries compete for a total prize pool exceeding \$ 100 million. Harrah's acquired the World Series of Poker brand in 2004 and is aggressively implementing a plan for future expansion and global distribution.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada 68 years ago, mHarrah's has grown through development of new properties, expansions and acquisitions. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

IMG is the world's premier sports and lifestyle management and marketing firm, with an international staff of more than 2,200 people in 70 offices in 30 countries. IMG's television division, TWI, is the largest independent distributor and producer of televised sports, managing a library of more than 150,000 hours. TWI annually produces and distributes 6,500 hours of original programming to more than 200 countries covering 200+ sports, as well as being a global leader in digital sports and entertainment. IMG is commercially involved in major sports and cultural events around the world, works with leagues and franchises worldwide, provides consulting services related to marketing and sponsorship programs to many of the world's largest corporations, is the world's largest non-character licensing firm, and is the world's number one international model management firm. In addition, IMG owns and

operates sports and fitness training and development
academies.