



## Caesars Entertainment Expands Total Rewards Marketplace

***Caesars Entertainment's award-winning loyalty program, Total Rewards, teams up with Advantex Marketing International to expand the Total Rewards Marketplace to retail locations across U.S.***

**LAS VEGAS and TORONTO (Aug. 21, 2014)** – Caesars Entertainment and Advantex Marketing International Inc. (CSE:ADX) have joined together to develop a program where members of [Caesars Entertainment's](#) award-winning [Total Rewards](#) loyalty program now have even more ways to earn rewards in their everyday lives when they use their Total Rewards card at participating local retailers in select cities. The Total Rewards program has teamed up with Advantex Marketing International, Inc. to expand the brick-and-mortar footprint of the Total Rewards Marketplace. The expansion, which started with 44 participating locations in Memphis, Tenn. and Tunica, Miss., will include locations in Nashville, Philadelphia, Kansas City, Mo. and Omaha, Neb.

“Total Rewards is continually seeking new and more meaningful ways of creating benefits for our members in their everyday lives,” said Michael Marino, Vice President of Customer Loyalty for Caesars Entertainment. “The expansion of the Total Rewards Marketplace from a primarily online retail forum to brick-and-mortar establishments that our members regularly frequent allows members to derive even more value from participation in the program. Now, many of our members can earn Total Rewards Reward Credits every day when they shop, dine, golf or go to the spa in their hometowns.”

To take advantage of the additional opportunity to earn rewards, members must swipe their Total Rewards card during check-out at participating retail locations. [At most participating retailers, Total Rewards members will earn one Reward Credit for every one dollar they spend \(unless otherwise specified at \[TotalRewards.com/EarnLocally\]\(#\)\).](#)

“This marks a defining moment for Advantex and a significant business opportunity for us in the U.S. marketplace,” said Kelly Ambrose, Advantex Marketing International CEO. “We’re thrilled to be partnering with a global leader like Caesars Entertainment and their award-winning Total Rewards loyalty program to bring even greater rewards to their members.”

More information and a list of participating retailers may be found online at [TotalRewards.com/EarnLocally](#).

### **About Total Rewards**

Total Rewards, a loyalty program connecting millions of active members who visit nearly 40 Caesars Entertainment properties nationwide, is focused on building loyalty with guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. With Total Rewards, members have access to the largest network of hotel and entertainment options in the gaming industry and are able to take advantage of endless amenities, including exclusive access to unique experiences and benefits. The industry-leading program was also recognized for innovation in 2012 and 2013 with the Colloquy Master of Enterprise Loyalty award. Total Rewards' major resort brands include Caesars Palace, Horseshoe, Harrah's, Flamingo, Bally's, Paris and

Planet Hollywood Resort & Casino. For more information, visit [TotalRewards.com](http://TotalRewards.com).

### **About Caesars Entertainment**

Caesars Entertainment Corporation is the world's most geographically diversified casino-entertainment company. Since its beginning in Reno, Nevada, more than 75 years ago, Caesars has grown through development of new resorts, expansions and acquisitions, and now operates casinos on four continents. The company's resorts operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit [Caesars.com](http://Caesars.com).

### **About Advantex**

Advantex provides specialized marketing programs that enable members of affinity groups to earn frequent-flyer miles and other loyalty rewards through purchases at participating merchants. Through our business relationships with Toronto-Dominion Bank, Canadian Imperial Bank of Commerce and Aeroplan, we provide participating merchants with exposure to about six million Canadian consumers with above-average personal and household income.

Advantex shares trade on the Canadian Securities Exchange under the symbol ADX. For more information, go to [www.advantex.com](http://www.advantex.com)

### **Forward-Looking Statements**

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 may contain words such as "may," "will," "project," "might," "expect," "believe," "anticipate," "intend," "could," "would," "estimate," "continue," "pursue," or the negative or other variations thereof or comparable terminology. 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 Caesars 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 the Company's 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 industry, in particular;
- the ability of the Company's customer-tracking, customer loyalty, and yield-management programs to continue to increase customer loyalty and same-store or hotel sales;
- the effects of competition, including locations of competitors and operating and market competition;
- litigation outcomes and judicial and governmental body actions, including gaming legislative action, referenda, regulatory disciplinary actions, and fines and taxation; and
- acts of war or terrorist incidents, severe weather conditions, uprisings, or natural disasters.

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. Caesars 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.

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