



HARRAH'S RESORT ATLANTIC CITY TRANSFORMS THE ATLANTIC CITY SKYLINE WITH THE WORLD'S LARGEST VIDEO DISPLAY SURFACE

"THE LIGHTS" AT HARRAH'S RESORT KEEPS ATLANTIC CITY'S TALLEST BUILDING ALWAYS TURNED ON

Atlantic City, NJ – September 18, 2008 -- In March 2006, Harrah's Entertainment, along with the Friedmutter Group and TN Ward began construction on a building that would change the skyline of Atlantic City and transform a casino hotel into one of the premier resorts on the East Coast.

Amidst a construction boom in the gaming capital of the East, The Waterfront Tower, with 44 floors and standing roughly 525 feet, has emerged as the centerpiece of it all. With 960 rooms and suites, the Waterfront Tower stands as the tallest building in Atlantic City and the second tallest in the entire state. This truly ambitious endeavor not only created an opportunity for more people to experience the evolution of both Harrah's Resort Atlantic City and that of the city itself. With the Waterfront Tower, Harrah's looked for unique and exciting means to incorporate LED lighting technology to create an experience for visitors before they even reached their destination.

The Friedmutter Group, the architectural firm charged with designing the tower, selected John Levy Lighting Productions to specify the LED Lighting System as part of their design/creative team. Production Resource Group in association with Color Kinetics created a design/build proposal that incorporated leading-edge LED technology that would be manufactured by CK to meet the demanding design criteria and even more stringent installation demands. At Harrah's direction, the general contractor, T.N. Ward, issued a contract to PRG and work commenced in early 2007.

As is often the case in design/build projects, the initial goals were superseded once it was determined that the LED fixtures were capable of being controlled in as small as 1.2" increments. This could result in 10 pixels per foot for approximately 33,000 linear feet of LED lighting. It quickly became obvious that, for both practical and aesthetic reasons, digital media content delivered via a video playback system would solve the functional requirements and provide the Harrah's Resort with a stunning visual presentation on what is believed to be the world's largest single contiguous video display surface.

Tim Hunter Design was selected to design and specify the digital media control system and Harrah's Resort separately contracted them to provide the digital media content that continues to be displayed on the Waterfront Tower.

Project Details:

- Each floor's 700 foot linear array of LED is made up of approximately 3,652 pixels
- Over 4 million square feet of contiguous LED screen
- Approximately 33,000 linear feet of LED lighting (roughly 6 ¼ miles)
- Visible from about 10 miles from the Waterfront Tower at Harrah's Resort Atlantic City

Tim Hunter Design was engaged directly by Harrah's as Media Producers to develop 30 original digital media segments for the launch of the project on July 3, 2008.

In the role of Media Producer, THD created a media development strategy for Harrah's that best leveraged the scale and visibility of the tower facades while acknowledging the challenging "screen" format of 3,652 x 44 pixels to create compelling and dynamic content representing the Harrah's brand and vision. This includes dramatic messaging that highlights the unmatched amenities and events offered at the resort including the Pool After Dark and The World Series of Poker.

"THE LIGHTS" at Harrah's Resort are launched

On the evening of July 3rd, 2008, Harrah's Resort Atlantic City and Borgata Hotel and Casino jointly sponsored a fireworks display at 9pm. At approximately 9:30pm (as the actual fireworks were reaching their finale), the Waterfront Tower (dark until this time) was suddenly and dramatically illuminated with specific digital media content designed by THD. The initial program created a fireworks display on the building and created a visually stunning segue from live fireworks to digital content.

The digital content plays on the building nightly from sundown to sunrise and the skyline of Atlantic City has been irrevocably changed and altered. "THE LIGHTS" at Harrah's Resort truly has cemented itself as an Atlantic City "must see" attraction in and of itself.

About Harrah's Resort

In the Atlantic City marina district, Harrah's Resort Atlantic City offers an environment like non other. Guests enjoy an all-inclusive resort experience including accommodations in one of five hotel towers anchored by the 44 story Waterfront Tower, an open-concept casino floor, fine dining options including McCormick & Schmick's Seafood, the city's only Elizabeth Arden Red Door Spa and galleria shopping at the Waterfront Shops. Harrah's Resort is also home to The Pool – a domed tropical paradise that creates an endless summer with myriad pools, cabanas, bars, 40 foot palm trees and nightly entertainment activities. Harrah's Resort is located at 777 Harrah's Boulevard in Atlantic City, New Jersey. For more information, call 1-800-441-5000 or visit www.harrahsatlanticcity.com.

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