



**For Immediate Release**

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## **ROCK GAMING RAISES ITS STAKES IN OHIO AND BEGINS TRANSITION OF OPERATIONAL RESPONSIBILITIES OF GAMING PROPERTIES**

*Horseshoe Casino Cleveland, Horseshoe Casino Cincinnati and ThistleDown Racino begin transition to be operated by Rock Gaming by mid-2016*

**November 2, 2015 (CINCINNATI, CLEVELAND and NORTH RANDALL)** – Detroit-based company Rock Gaming LLC announced today that the company and its affiliates (“Rock Gaming”) will begin the transition of operational responsibilities of Horseshoe Casino Cleveland, Horseshoe Casino Cincinnati and ThistleDown Racino. Management of the properties will transition from Caesars Entertainment Operating Company, Inc. and its subsidiaries (“Caesars”) in the coming months and is expected to be completed by mid-2016. At that point, Rock Gaming will independently own and operate the gaming facilities. Turfway Park, located in Florence, Kentucky, completed a similar transition earlier this year.

In February of this year, Rock Gaming announced it entered into an agreement with Caesars which resulted in Rock Gaming owning 100 percent of Horseshoe Casino Cleveland, ThistleDown Racino, Horseshoe Casino Cincinnati, the Ritz-Carlton, Cleveland, Higbee Building, and a controlling interest in Turfway Park.

“This is an exciting time for us and we are eager to take the reins of day-to-day operations. We view this as an opportunity to leverage our unique culture and vast network of companies to grow the business and further connect the casinos to the downtown areas where they reside,” said Matt Cullen, CEO of Rock Gaming. “We appreciate Caesars’ commitment in helping develop three world-class gaming facilities, and we look forward to continuing our partnership with them in Baltimore and with Caesars Interactive Entertainment.”

As part of the transition, the properties will be rebranded and a new loyalty program that offers a robust set of perks and benefits will be introduced.

“We are pleased to have developed and opened these three properties with Rock Gaming and proud of the impact they have made on the local communities,” said John Payne, Chief Executive Officer of Caesars Entertainment Operating Company, Inc. “We wish Rock Gaming, and especially our colleagues on the front lines of these properties, continued success.”

Upon completion of the transition, Horseshoe Casino Cleveland, Horseshoe Casino Cincinnati and ThistleDown Racino will no longer be part of the Caesars Total Rewards loyalty program. Rock Gaming

will be rolling guests' current Total Rewards Tier Status, Tier Credits and Reward Credits over to the new loyalty program. Guests will also keep their Total Rewards Tier Status, Tier Credits, and Reward Credits and will still be able to use them at all Caesars properties outside of Ohio.

Additional details about the rebranding and new loyalty program will be announced in the coming months.

During the transition, all of the properties are open for business as usual and will continue operating with minimal disruption. Current casino team members will remain in their positions with the properties and will become part of the Rock Gaming family as the transition progresses.

"Our top priority is making this transition a seamless experience for our more than 3,600 new team members and millions of guests," said Cullen. "Our guests will still receive the same high level of commitment and service they have come to expect."

Guests can receive more information at [www.Rock-Gaming.com/guestinformation](http://www.Rock-Gaming.com/guestinformation).

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### **About Rock Gaming**

Rock Gaming LLC is a Detroit-based urban gaming company focused on the development of gaming facilities that are designed to maximize connectivity and economic impact in the local areas where they reside.

Rock Gaming and its affiliates' ("Rock Gaming") portfolio of properties includes over 13,000 gaming positions, more than 400,000 SF of gaming space, over 600 hotel rooms, and 35 bars and restaurants. Rock Gaming is comprised of approximately 7,000 team members across four states and generates more than \$1 billion in revenues.

Rock Gaming opened Ohio's first casino, Horseshoe Cleveland, in May 2012 and opened Ohio's fourth and final commercial casino, Horseshoe Cincinnati, in March 2013. In April 2013, Rock Gaming opened one of Ohio's seven racinos at its Cleveland-area thoroughbred racetrack ThistleDown Racino. Additionally, in April 2013, Rock Gaming acquired downtown Detroit's Greektown Casino-Hotel.

Rock Gaming also owns northern Kentucky's historic thoroughbred racetrack Turfway Park and is a partner in Horseshoe Baltimore, located in the heart of the stadium district. In addition, Rock Gaming is also a partner in Caesars Interactive Entertainment, Inc., the largest online, mobile and social gaming company focused on casino entertainment.

For more information, please visit [www.Rock-Gaming.com](http://www.Rock-Gaming.com).