Caesars Entertainment Makes Significant Investment in Responsible Gaming Programs, Joins National Council on Problem Gambling President’s Circle

Washington, DC (June 28, 2018) – The National Council on Problem Gambling (NCPG) is pleased to welcome Caesars Entertainment, (NASDAQ: CZR), the world’s most diversified casino-entertainment provider, as a founding member of the President’s Circle, an elite group of industry leaders that have made a multi-year commitment, dedicating their efforts to combat problem gambling and promoting responsible gaming.

“Caesars Entertainment pioneered the industry’s first responsible gaming initiative more than 25-years ago to help employees, guests and the public understand the importance of responsible gaming,” said Jan Jones Blackhurst, Executive Vice President of Public Policy and Corporate Social Responsibility. “Joining NCPG’s Presidents Circle strengthens our long-standing belief that people should play for one reason only – to have fun. Our focus on responsible gaming is critical for the enjoyment and positive experience of our guests, for the benefit of the wider community, and success of our business.”

Jones Blackhurst continued, “Caesars Entertainment created the industry’s first programs addressing responsible gaming more than 25 years ago. Today, Caesars’ responsible gaming program continues to serve as a model for the industry. Our integrated approach to responsible gaming is built on clear objectives, measurable outcomes and scientific research and evidence. The program is comprised of technology, practical tools, research and evaluation, and comprehensive training for all staff. All Caesars locations have Responsible Gaming Ambassadors who promote responsible gaming to our guests and offer assistance to guests who may not be gambling responsibly. Caesars has over 850 Responsible Gaming Ambassadors at North American locations.”

The President’s Circle initiative is part of NCPG’s strategic commitment to serve as the national advocate for programs and services to assist problem gamblers and their families. Currently the federal government does not provide any dedicated funding for problem gambling services and gambling addiction is not systematically addressed by any federal health agency. This sustained support will have a significant effect on NCPG’s ability to continue its mission and provide advocacy, awareness and assistance needed to help address responsible gaming and problem gambling. President’s Circle members currently include Las Vegas Sands Corporation, Mohegan Sun and IGT.

“By joining NCPG’s President’s Circle, Caesars Entertainment is once again at the forefront of driving the conversation about responsible gaming. We look forward to continuing to expand the President’s Circle, working with industry to set and achieve ambitious goals in responsible gaming,” said Keith Whyte, NCPG Executive Director. "I'm excited by the vision that Caesars Entertainment has created to establish responsible gambling initiatives at each of its properties, while working with NCPG to develop national responsible gambling standards.”
“Caesars Entertainment brings experience as one of the leading global players in the gaming industry,” commented Marlene Warner, President of the NCPG Board of Directors. “We believe its commitment to operational excellence will enhance the President’s Circle and NCPG’s ability to serve people and families affected by problem gambling.”

NCPG thanks Caesars Entertainment for its leadership in addressing this important issue – a hidden addiction that affects millions of people and thousands of communities every year and can be successfully addressed only when everyone involved works together.

###

About the National Council on Problem Gambling
NCPG is the national advocate for problem gamblers and their families. NCPG is neutral on legalized gambling and works with all stakeholders to promote responsible gaming. For more information on the 32nd National Conference on Problem Gambling, visit [www.ncpgambling.org/conference](http://www.ncpgambling.org/conference).

If you or someone you know has a gambling problem, call or text the National Problem Gambling Helpline Network at 1-800-522-4700 or visit [www.ncpgambling.org/chat](http://www.ncpgambling.org/chat) for confidential help.

Contact:
Cait Huble
(202) 360-4560
craith@ncpgambling.org