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Contact: Webster Franklin

President/CEO

Phone # 662-363-3800

Fax # 662-363-1493

Cell # 662-910-5234 Email: wfranklin@tunicamiss.com

-or-

Valerie Morris

Harrah's Tunica

Regional Director, Public Relations & Community Affairs

Phone # 662-357-3089

Fax # 662-357-3063

Cell # 901-335-7708 Email: MorrisV@grandcasinos.com

First Major Aircraft for Tunica's New Airport
Inaugural 737 Jet to Land in Tunica on Friday

TUNICA, MS – November 10, 2005 – Tunica will experience an historic moment when a Boeing 737 jet aircraft lands at the Tunica Airport on Friday. The occasion marks the first time a major aircraft will land at the new airport since it opened in late summer 2003.

“The inaugural landing of a 737 jet in Tunica is a big moment in the growth of this destination,” said Webster Franklin, president and CEO of the Tunica Convention & Visitors Bureau. “This represents a significant turning point for us and something we couldn’t have imagined before the gaming industry came to Tunica 13 years ago. We’ve become accustomed to seeing Tunica’s casino resorts grow up alongside our cotton fields. Seeing a 737 jet land right here in the Mississippi Delta is going to bring a higher level of excitement and a strong boost to our economic development efforts.”

Harrah’s Entertainment has chartered the 125-passenger aircraft for a gaming excursion. The visitors will arrive from Charlotte, North Carolina, at 5:00 PM Friday, and will depart Tunica at 3:00 PM Sunday. Gold Transportation has joined with Harrah’s to manage the tour. “Harrah’s Entertainment is proud to welcome the first guests of our expanded air program to Tunica,” said Michael St. Pierre, President of Harrah’s Mid-South Region. “Today represents the culmination of substantial efforts by many, including the Tunica Airport, the Tunica County Government, the Convention and Visitors Bureau, Gold Air and numerous others. These guests of the Grand Casino will be joined by others visiting our Horseshoe and Sheraton properties in increasing numbers over time. We believe this is the dawn of a new era for the Tunica market and we are excited about the impact air travel directly into Tunica will bring to our market and to Harrah’s properties in the future.”

Cliff Nash, executive director of the Tunica Airport, said, “This is exactly what we envisioned when we constructed the nation’s first all-new airport to be built since the

9/11 terrorist attacks. The Tunica Airport was designed as a commercial airport with all the amenities and security, yet providing a customer-friendly environment. Everyone at the Tunica Airport Commission is ready to land this large aircraft. This is just the first of much more to come.”

Since the new airport opened in 2003, it has been upgraded with all-weather equipment, improved lighting, a 7,000-foot runway, and an arrival/departure canopy that is the Mid-South’s largest cantilevered canopy structure. In August, the Federal Aviation Administration certified Tunica Airport for landings by larger aircraft. The airport received praise from the FAA for its facilities, Nash said.

“The sky’s the limit now,” said, Clifton Johnson, Tunica County Administrator. “The continued growth of air traffic to Tunica is just another step in the development of the South’s Casino Capital. It will introduce this great destination to even more visitors from around the nation.”

Tunica, an area where cotton, rice, soybean fields and catfish ponds still thrive, is “The South’s Casino Capital.” Located 30 minutes south of Memphis, Tunica welcomes more than 10 million visitors annually to its nine first-class casino resorts, with more than 6,300 new hotel rooms, over 40 restaurants, championship golf, outdoor recreation, museums, outlet and antique shopping, and much more. For travel information, please visit the Tunica website at www.tunicamiss.com or call Tunica at 1-888-4TUNICA.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada 68 years ago, Harrah'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. Harrah’s Entertainment operates the Grand, Horseshoe and Sheraton Casinos in Tunica in addition to over 40 properties worldwide. For additional information on any Harrah’s property, visit www.harrahs.com.

For more information about Tunica Airport, including services and updates on construction projects, please visit the airport’s website at www.tunicaairport.com . For FBO services, check out Tunica Air Center’s new website at www.tunicaaircenter.com , or call (toll-free) 1-877-FLY TUNICA. The website provides information about car rentals, reservations at Tunica’s nine casino resorts, catering services, fuel and more. Visitors who complete the arrival registration on the website can receive a discount on fuel.

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