

# 2007 World Series Of Poker® Pre-Registration Opens

## Rules Now Include More Liberal Player-Apparel Policy

Las Vegas – February 28, 2007 – Harrah's Operating Company, Inc., a subsidiary of Harrah's Entertainment, Inc., (NYSE:HET) has opened pre-registration for the 2007 World Series of Poker Presented by Milwaukee's Best Light, scheduled for June 1 through July 17, 2007, at the Rio All-Suites Hotel & Casino®.

Pre-registration instructions and new participant rules – including a more liberal player-apparel policy – can be found at [www.worldseriesofpoker.com](http://www.worldseriesofpoker.com), the official web site of the World Series of Poker.

“In recognition of the endorsement agreements that provide income to many poker players, we've liberalized our policy to allow tournament entrants to wear apparel with multiple logos and patches,” said Jeffrey Pollack, commissioner of the World Series of Poker. “There are some reasonable restrictions on what is permissible, but this is definitely a far more liberal, accommodating and player-friendly policy.

“We encourage all players and their sponsors to review the rules well in advance of the tournament.” said Pollack.

Player pre-registration instructions are included in Section 1 of the rules. In 2007, acceptable forms of payment include cash, cashier's checks, wire transfers and Rio casino chips including a newly created WSOP branded USD 10,000 Rio casino chip. These payment forms may be used to pre-register for entry into any of the 55 events scheduled for the 2007 World Series of Poker.

The 38th edition of the World Series of Poker will include bracelet tournaments with buy-ins ranging from USD 1,000 to

USD 50,000. The buy-in for the WSOP Main Event – the No-Limit Hold’Em World Championship – will remain at USD 10,000. The schedule of events can be found at [www.worldseriesofpoker.com](http://www.worldseriesofpoker.com).

Harrah’s Entertainment, Inc. is the world’s largest provider of branded casino entertainment through its operating subsidiaries. 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.

More information about Harrah’s is available at its Web site – [www.harrah.com](http://www.harrah.com).