



Live it up just down the road

★ NEWS FOR IMMEDIATE RELEASE ★

AIRTRAN LANDS IN TUNICA

SCHEDULED AIR SERVICE ARRIVES AT THE TUNICA AIRPORT

TUNICA, Mississippi (February 10, 2010) —The Tunica Airport and AirTran Airways announced today the launch of regularly scheduled, non-stop jet service between the Tunica Airport and Hartsfield-Jackson International Airport in Atlanta, beginning May 6.

With flights between Tunica and Atlanta on Monday, Thursday, Friday and Sunday, AirTran Airways is the only commercial carrier to provide scheduled, full-size jet access to Tunica, a first for the area since the recent expansion of the Tunica Airport. With its fleet of modern, Wi-Fi equipped Boeing 717s, AirTran will make it more convenient than ever for tourists to visit Tunica and give regional business and residents low-cost, convenient access to air travel.

“This is an historic day for our growing destination,” said Webster Franklin, president and CEO of the Tunica Convention & Visitors Bureau. “A remarkable amount of cooperation and hard work from Tunica County officials and the Mississippi Development Authority along with our private sector partners in the Tunica gaming industry have made this day possible. The Atlanta/Tunica route is strategically geared to increase visitor access to Tunica, Northwest Mississippi, and the Mississippi Delta.”

Harrah’s Mid-South Regional President, R. Scott Barber, says they are proud to partner with AirTran, the Tunica Airport and the Tunica Convention & Visitors Bureau to announce regularly scheduled commercial air service between Tunica and Atlanta.

“As the largest gaming operator in Tunica, Mississippi and the owner of Harrah’s Casino Tunica, Horseshoe Casino & Hotel Tunica, and Tunica Roadhouse Casino & Hotel, Harrah’s Entertainment Mid-South is proud to partner with AirTran, Tunica Airport, and the Tunica Convention & Visitors Bureau to announce regularly scheduled commercial air service between Tunica and Atlanta,” said Barber.

The Tunica Airport was built to support the tourism industry in Tunica. Having scheduled air service allows Tunica to function as a fly-in destination to the public, as well as providing a closer and more economical airport that allows local travelers to get anywhere in the world.

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“It’s a huge advantage for us to offer access to Atlanta and beyond to our residential and business travelers in the Mid-South,” said Cliff Nash, executive director of the Tunica County Airport Commission. “Our increased infrastructure and partnership with AirTran is now allowing us to take the next step in increasing access to all that Tunica has to offer.”

Kevin Healy, Sr. VP of Marketing & Planning at AirTran Airways, said they continue to meet passenger demands while providing the low fare and high-quality service passengers expect.

“We are pleased to expand our services from Atlanta to one of America’s fastest-growing destinations,” Healy said. “Tunica is a great location for entertainment and fun, and now travelers will have fast, easy, and affordable access to Tunica through our new jet service. We are thrilled to be connecting Tunica to the world.”

The new service is now available for reservations. Details on schedules and fares can be found online at www.AirTran.com.

About Tunica

Located 30 minutes south of Memphis, Tunica is “The South’s Casino Capital.” Live it up just down the road at the nine world-class casino resorts, more than 6,000 luxurious hotels rooms and suites, fine dining restaurants and buffets, headline entertainers, championship golf and tennis, award-winning museums, lavish spas, and outlet/antique shopping. Come see why everyone is saying, “Live It Up Just Down the Road in Tunica!” Call 1-888-4TUNICA to request a value-packed Winner’s Guide, or visit www.tunicatravel.com for travel information.

About Harrah’s Entertainment

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment through operating subsidiaries. Since its beginning in Reno, Nevada 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The company’s properties operate primarily under the Harrah’s, Caesars and Horseshoe brand names; Harrah’s also owns the London Clubs International family of casinos. 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 owns and operates Harrah’s Casino, Horseshoe Casino and Hotel, and Tunica Roadhouse Casino and Hotel in Tunica. Harrah’s Casino Tunica is northern Mississippi’s most complete destination and centrally located among many of the South’s most popular travel attractions. Harrah’s Tunica spans over 2,000 acres, offers continuous complimentary shuttle service, and features three elegant hotels surrounding the Links at Cottonwoods, an 18-hole Hale Irwin designed championship golf course.

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Popular amenities include indoor and outdoor swimming pools, Bellissimo spa and salon, Web TV, Willows Sporting Clays and Hunting Center – Home of the 2010 U.S. Open Sporting Clays Championship, tennis, expansive RV resort, Paula Deen Buffet, fine dining to quick-serve outlets including: Dunkin' Donuts, Fuddruckers, Quiznos and Uno Express, Kids Quest children's adventure center and teen arcade, 2,400-seat showroom/event center, 140,000 square-foot casino and 40,000 square feet in meeting/convention/banquet facilities. Horseshoe is the home of the best odds and highest limits, loosest slots and biggest jackpots. Horseshoe has over 500 rooms, with 311 premier suites to fit any gambler's tastes. Horseshoe's Bluesville Showcase nightclub is the south's premier venue for live entertainment. Horseshoe also has an array of dining from fine dining to the all you can imagine casual buffet and the area's only Starbucks Coffee Company. Tunica Roadhouse Casino and Hotel is Tunica's wildest ride with an electric bull, live entertainment, and pool and beer pong tables all on the casino floor. Tunica Roadhouse offers a comfortable and delightful experience, with an all suites hotel boasting marble and granite Jacuzzi tubs in every room.

More information about Harrah's is available at its Web site – www.harrahs.com.

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NOTE TO EDITORS: For a variety of photos of Tunica, please visit the Press Room of the Tunica website at www.tunicatravel.com. Selections of recent high resolution photographs are available for all Tunica attractions. If you are unable to find the photo needed for your article, please contact Claire Pittman at the number listed above, and for more details about all the great attractions and facilities in Tunica, please see the official Tunica Press Kit.

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