

Harrah's Entertainment and MTV Games' The Total Rock, Total Rewards Rock Band(R) Competition Crowns St. Louis Band 'Ninjas in Disguise' the Winners at the Central Regional Finals Hosted at the Horseshoe Hammond in Chicago

CHICAGO and ST. LOUIS, April 28, 2009 -- St. Louis band Ninjas in Disguise was recently crowned the Central Regional winner in Harrah's Operating Company's and MTV Games' landmark Total Rock, Total Rewards Rock Band Competition. Having competed during a Rock Band Night at Harrah's St. Louis, the band won the chance to battle it out with other victorious, local gamers at the Central Regional competition hosted by Hip-Hop icon and MTV News Correspondent Sway Calloway on April 24th at Horseshoe Hammond in Chicago where they nabbed the top slot.

Longtime Rock Band fans, Ninjas in Disguise is made up of singer Erik Schwenke, guitarist Rudy Scoggins, bassist Ryan Heckman, and drummer Ben Schwenke. The band explains their winning strategy, "We searched for the highest scoring song out of hundreds. Then we practiced every weekend before the competition."

Ninjas in Disguise will join three other winning bands, one from each of the other regional competitions across the country, in Atlantic City on May 8th to enter to compete for the championship title. The ultimate winning band will be given a once-in-a-lifetime opportunity to open for the legendary B-52's at the House of Blues in Atlantic City on May 9th and will win \$10,000 in prize money, making this the richest Rock Band competition in history.

The Total Rock, Total Rewards Rock Band Competition is seeing unprecedented participation. Nearly 600 bands have registered to take the stage to compete across the country, and 54,000 people have visited the competition's web site, <http://www.harrahs.com/rockband>.

For more information and official rules on the competition, please visit <http://www.harrahs.com/rockband>.

About Harrah's Entertainment, Inc.:

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 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 and the World Series of Poker®. 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. For more information, please visit www.harrahs.com.

About MTV Games:

MTV Games is dedicated to creating, marketing and publishing high-quality, innovative interactive products that are relevant to the MTV audience and complement the core values of the MTV Networks brands.

About MTV Networks:

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes MTV, VH1, CMT, Logo, Harmonix, Nickelodeon, Nick at Nite, Noggin, The N, AddictingGames, Neopets, COMEDY CENTRAL, Spike TV, TV Land, Atom, Gametrailers and Xfire.

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