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## **The Ultimate High Roller Chocolate Experience Above the Las Vegas Skyline**

***North America's First In-Cabin Chocolate Tasting with Ethel M Chocolates Begins Thursday, Sept. 1***

***[Click to Tweet:](#) Satisfy your sweet tooth w/chocolate tastings & wine inside the #HighRoller presented by @EthelMChocolate #revolvevegas #LINQlife***

**LAS VEGAS (Aug. 24, 2016)** – Chocolate has the power to transform a casual bite into a deep, multi-sensory experience. Journey 550 feet into the air on the High Roller, the world's tallest observation wheel, as it launches the in-cabin chocolate tasting experience with Ethel M Chocolates on Thursday, Sept. 1. This is the first tasting experience of its kind in North America where guests will learn about the origins of chocolate and how the pieces were created, all while focusing their attention on the aroma, taste and texture. The 30-minute (one rotation) adventure includes a chocolatier ambassador showcasing five different types of pieces and the story behind them.

Upon arrival, each guest will receive one voucher for a complimentary glass of wine which can be picked up in the Sky Lounge prior to boarding. From there, they embark upon the High Roller where their immersion into the world of chocolate begins. The chocolatier will advise guests to clear their minds and palates as the first piece is featured. They will be encouraged to smell then savor every single bite. Interaction and engagement are encouraged so participants can compare and contrast their sensations and textures. Ethel M will set out various signature and popular pieces, as well as exclusive seasonal pieces when available.

"We love creating new and exclusive ways for guests to experience the best views of the city. In this particular case, it's all the more unique since Ethel M is also based in Las Vegas," says Bob Morse, president of hospitality, Caesars Entertainment. "It was obvious that with Ethel M's history, loyal customer base and incredible attention to detail, they would be an excellent partner to make this vision a reality."

"We're excited to introduce and share Ethel M Chocolates in a unique way to new and loyal customers," says Oren Young, general manager of Ethel M Chocolates. "Only in Vegas can guests ride the world's tallest observation wheel while enjoying locally handmade gourmet chocolates."

Guests may book in advance or upgrade their current [general admission ticket](#) for an additional \$15 per person.

Tastings are available every Thursday from 5 p.m. to 8:30 p.m., with the final experience of the night taking place at 8 p.m. Standard admission pricing is \$52 per person. A private cabin can be purchased for \$1,500. Each chocolate tasting cabin can accommodate up to 15 guests.

To make a reservation or for more information, please call (702) 322-0593 or visit [www.HighRollerLV.com](http://www.HighRollerLV.com). [Click here](#) for additional press kit information and [here](#) to download photos.

#### **ABOUT THE LINQ PROMENADE AND HIGH ROLLER**

The LINQ Promenade, an open-air shopping, dining and entertainment district, anchored by the world's tallest observation wheel, the High Roller, has redefined the iconic Las Vegas skyline. Located at the heart of the world-famous Las Vegas Strip, The LINQ Promenade features more than 30 unique retail, dining and entertainment venues – including the first In-N-Out Burger on the Strip (opening fall 2016), Gordon Ramsay Fish & Chips (opening late summer 2016) and Brooklyn Bowl – and plays host to a variety of special events, festivals and more. Topping out at 550 feet, the High Roller observation wheel, voted "Best Attraction of 2015," "Best Amusement Ride of 2015" and "Best Place to View the City of 2015" by the readers and editors of the *Las Vegas Review-Journal*, is the focal point of the unique urban entertainment district. The wheel's 28 glass-enclosed cabins feature an interactive experience including video and music that fade away to unveil spectacular views of the famed resort city in the 30 minutes it takes to complete one full revolution. Each cabin accommodates up to 40 people. The Happy Half Hour experience for guests ages 21 and over and includes an open bar inside the cabin during the 30-minute ride. Cabins are available for individual or group experiences. For more information, please visit [TheLINQ.com](http://TheLINQ.com) or the Caesars Entertainment Las Vegas [media room](#). Find The LINQ on [Facebook](#) and follow on [Twitter](#) and [Instagram](#).

#### **ABOUT ETHEL M CHOCOLATES**

Ethel M Chocolates are manufactured by Mars Chocolate North America, dedicated to creating authentic chocolates with no preservatives. Ethel M Chocolates are available in multiple locations throughout Southern Nevada, online at [www.EthelM.com](http://www.EthelM.com) or by phone at [800-438-4356](tel:800-438-4356). The Ethel M Chocolate factory and Botanical Cactus Garden are located at 2 Cactus Garden Drive in Henderson. For more information on the Botanical Cactus Garden, events, store hours, locations and ordering products, please visit us [online](#) or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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## **FORWARD LOOKING STATEMENT**

This release includes “forward-looking statements” intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. You can identify these statements by the fact that they do not relate strictly to historical or current facts. These statements contain words such as “expects” and “anticipate” or the negative or other variations thereof or comparable terminology. In particular, they include statements relating to, among other things, future actions and future performance, and future financial results of CEC. These forward-looking statements are based on current expectations and projections about future events.

You are cautioned that forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties that cannot be predicted or quantified and, consequently, the actual performance of CEC may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, but are not limited to, the following factors, as well as other factors described from time to time in our reports filed with the Securities and Exchange Commission (including the sections entitled “Risk Factors” and “Management's Discussion and Analysis of Financial Condition and Results of Operations” contained therein):

- the effects of competition, including locations of competitors and operating and market competition;
- the effects of local and national economic, credit and capital market conditions on the economy in general, and on the gaming, hospitality and hotel industries in particular;
- the effects of environmental and structural building conditions relating to our properties;
- changes in laws, including increased tax rates, smoking bans, regulations or accounting standards, third-party relations and approvals, and decisions, disciplines and fines of courts, regulators and governmental bodies;

Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. CEC disclaims any obligation to update the forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated, or if no date is stated, as of the date of this press release.

## **MEDIA CONTACTS:**

Erika Pope/Marina Nicola  
Vox Solid Communications for The High Roller  
[epope@wearevoxsolid.com](mailto:epope@wearevoxsolid.com), [mnicola@wearevoxsolid.com](mailto:mnicola@wearevoxsolid.com)  
(702) 249-2977, (702) 586-2137

Adrienne Prather-Marcos  
Caesars Entertainment  
[aprathermarcos@caesars.com](mailto:aprathermarcos@caesars.com)  
(702) 659-3976

Michelle Monson  
BRAINTRUST for Ethel M Chocolates  
[michelle.monson@braintrustlv.com](mailto:michelle.monson@braintrustlv.com)  
(702) 985-8980