



Reimagining the Sports Book and Bar Experience, The BOOK at The LINQ Hotel & Casino to Debut Early September

*Fan Caves, Self-Serve Beer Taps, Unique Food and Beverage Offerings and More
Create the Most Experiential and Technologically Savvy Sports Book on the Strip*

LAS VEGAS (Sept. 3, 2018) – The latest evolution of the sports book and bar experience is set to debut at The LINQ Hotel & Casino early September with the opening of **The Book**. Enhancing the traditional sports book model wherein guests and fans merely gathered to watch sports and bet on gaming action, The Book is designed for guests to take FULL control of their gaming odyssey. With innovative technology, mobile and self-serve opportunities, and plenty of sports and bar games to engage in, The Book promises to be immersive, socially-driven and unapologetically now.

“With the world’s fascination with sports and the rapid evolution of sports wagering across the nation, we wanted to create a space that resembles the sports books of tomorrow—we believe The Book is just that.” said Christian Stuart, Caesars Entertainment Executive Vice President of Gaming & Interactive Entertainment. “The Book introduces the next generation of the sports book and bar experience by welcoming guests to view and bet on your favorite sports while going head to head with friends on Xbox or an augmented reality game from your drink coaster, all in the comfort of your own fan cave with some delicious wings and craft beers.”

In addition to a new Race and Sports betting desk, The Book features 87 televisions, some as large as 98”, and the Strip’s highest resolution LED video wall. Among the many additional high-tech and high-touch features of The Book are:

Fan Caves: The Strip’s first rentable living rooms for you and your friends on game day, featuring 98” guest-controlled televisions, Xboxes, virtual reality goggles, bottle and drink service and more. 12 Fan Caves, with food and beverage packages, will be available to purchase for the big game or a casual hang.

The Tablet Experience: Take control of your experience with The Book’s tablet interface – order food and drinks, bet live sports on the Caesars mobile app or play augmented reality games all from your seat.

Sticky Chicken: This is not your neighborhood food truck. Sticky Chicken is chicken with an attitude. More than 10 different wing combinations and monster sandwiches including the soon-to-be famous Gladiator, made with ricotta pesto, grilled mozzarella

and spicy Italian sausage topped with a ciabatta roll, make this some of the best chicken west of the Mississippi.

Coasters and Napkins: Did you think that your paper products were only for holding your drink? Not here. Within a month, your drink coaster or napkin triggers augmented reality games to challenge your friends for bragging rights.

The Book will also feature a self-serve beer wall with 24 taps including lagers, favorites and IPA's; leaderboards where you can prove your sports betting prowess; and other games to challenge friends or to make new ones.

The Book will be located just steps from Las Vegas Blvd. in The LINQ Hotel & Casino with convenient access from The LINQ Promenade. Space is limited. Reservations are highly encouraged. To reserve space at the Book for your favorite game, call 702-370-7736 or visit <https://www.caesars.com/linq/hotel/casino/sports-book>.

The LINQ Hotel & Casino

As the social hub at the center of the Las Vegas Strip, The LINQ Hotel & Casino offers a total of 2,253 newly renovated rooms including 244 [suites](#) with two unique penthouses and 25 cabana rooms with direct access to the pool. Positioned between Flamingo Las Vegas and Harrah's Las Vegas, guests experience one distinctive destination with The LINQ Promenade and High Roller, the world's tallest observation wheel. Designed with the modern traveler in mind, the resort launched the first fully integrated self check-in program on the Las Vegas Strip in 2015. Enjoy celebrated chef Guy Fieri's first Las Vegas restaurant, Guy Fieri's Vegas Kitchen & Bar, award-winning Hash House a Go Go and direct access to O'Sheas Casino, Off The Strip and Chayo Mexican Kitchen + Tequila Bar. Entertainment and nightlife experiences include 3535, a unique take on the lobby bar, as well as magician Mat Franco, "America's Got Talent" Season Nine winner. The LINQ Hotel & Casino offers a reimagined pool deck featuring two pools, the new 15,000-square-foot Spa at The LINQ and fitness center, The Silver Sky Chapel for intimate weddings and 63,000 square feet of meeting space. The LINQ Hotel & Casino is operated by a subsidiary of Caesars Entertainment Corporation (NASDAQ: CZR). For more information, please visit TheLINQ.com or the Caesars Entertainment Las Vegas [media room](#). Find The LINQ on [Facebook](#) and follow on [Twitter](#) and [Instagram](#).

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