

Caesars Entertainment Corporation (NASDAQ:CZR) publishes its fourth CSR and Sustainability Report at GRI G4 CORE level, checked by the GRI

Caesars Entertainment Corporation has published its fourth report covering its CSR and Sustainability performance in 2012 entitled "Vibrant Communities."

The report is the first report from a U.S. corporation to be published in accordance with the Global Reporting Initiative's G4 Sustainability Reporting Guidelines at CORE level, and to have received confirmation from GRI that the disclosures on materiality have been correctly located in the G4 Content Index and final report. The "Materiality Matters" icon from the GRI is included in the report.

"Vibrant Communities" tells the story of how Caesars Entertainment Corporation continues to make a positive economic, social and environment contribution in the communities where Caesars Entertainment is privileged to serve while maintaining focus on the issues most important to Caesars' stakeholders. The report is structured in line with Caesars' long-standing Code of Commitment, which led the casino-entertainment industry in 2000, and remains equally relevant today.

In the four Commitment sections (employees, guests, communities and environment), Caesars Entertainment provides examples of positive impact and CSR and sustainability performance statistics against strategic multi-year targets.

Highlights from "Vibrant Communities":

- Completion of 37 corporate efficiency projects with an investment of \$3.5 million delivering nearly 24 million kWh energy savings per year.
- 24 percent waste diversion from landfill, measured for the first time.
- 41 percent of women in management roles.
- More than 3.6 million hours invested in employee training.
- Increase in customer satisfaction scores by 2.56 percent, reaching the highest satisfaction levels in Caesars' history.
- In 2012, 85 percent of Caesars gaming revenues were related to customers' specific preferences, enabling Caesars to align special rewards with what customers wanted most. The hotel industry average was 56 percent.
- Caesars Entertainment makes more than twice the U.S. societal contribution per \$10mm in revenue than the average U.S. company - through giving, volunteering, taxes, salaries, and benefits.
- In 2012, Caesars employees donated more than 130,000 hours to support local communities.

Please view "Vibrant Communities" at: www.caesars.com/corporate/reports.html

We welcome your feedback at sustainabilityfeedback@caesars.com

Caesars Entertainment Corporation

Caesars Entertainment Corporation is the world's most diversified casino-entertainment company. The company's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names.

Caesars also owns the London Clubs International family of casinos. For more information, please visit www.caesars.com.

source: ReportAlert

16/12/2013