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Harrah's Signs On With Casino Channel Network

Powerful Benefit for Advertisers in "New Media Triad"

Las Vegas -- Harrah's Entertainment, the world's largest provider of branded casino entertainment, has signed on with Casino Channel Network (CCN), creating a powerful opportunity for brands to reach consumers through an on-premise digital signage network.

With 37 screens already deployed at MGM MIRAGE's Luxor and Excalibur hotel-casinos, CCN increases its footprint by 50 percent at Harrah's Casino, a highly-coveted, centrally-located property. Harrah's is right on the Strip, with the second-most frequently used tram stop in Las Vegas, delivering a steady stream of visitors.

Stuart Armstrong, president of EnQii Americas, which supplies the underlying network technology and worked with CCN on their network design, says that CCN optimizes what he calls the "new media triad" of digital signage, mobile devices and the web.

Armstrong says that the "new media triad" represents a digital on-ramp for casino guests to opt-in to branded communities, and is a powerful new way brands can connect with their consumers. "CCN enables casino guests to interact with the signage using their mobile phones to obtain more information or even complete a transaction," Armstrong explained.

Jeffrey Leder, president of CCN, says the addition of Harrah's offers advertisers a broader value proposition in a highly-valued demographic. "With CCN's large-format screens and capitalizing on a wide variety of property-based marketing assets and opportunities,

CCN offers a multimedia solution for value-added integrated marketing campaigns," he said.

CCN is slated to add Harrah's to its existing Las Vegas digital signage network by late summer in time for the fall surge in visitors and convention sessions.

About Casino Channel Network

CCN is the leading multi-venue digital media network in Las Vegas and intends to expand throughout the Harrah's Entertainment and MGM MIRAGE hotel-casinos, among others. Further plans for CCN include Atlantic City, North American Indian Casino properties and international markets such as Macau. CCN broadcasts 24/7 in high-traffic and high-dwell areas including hotel entrances, main lobbies and registration areas, restaurants, lounges and the casino gaming floor. The Casino Channel Network audience reaches an engaged, high-demographic audience that indexes especially well with luxury items, finance, travel, real estate and top-of-the-line electronics. For more information, please visit www.CasinoChannelNetwork.com.

About EnQii

EnQii is a global leader in the digital out-of-home media market with offices in New York, Toronto, London, Dubai, Hong Kong and Shanghai. As one of the world's truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behavior with its powerful media technologies to provide clients with fully managed solutions that enable them to advance their overall customer communication strategy for many years to come. EnQii won the 2008 DIGI Award for outstanding technology in the healthcare category for the WHEN Network. For more information, please visit www.enqii.com.



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