



FOR IMMEDIATE RELEASE

**Paris Las Vegas partners with Georges Duboeuf
to host 2nd Annual Beaujolais Nouveau Celebration**

LAS VEGAS, October 16, 2008 – Paris Las Vegas will partner with Georges Duboeuf, the number one producer of Beaujolais wines in the world, and U.S. agent W.J. Deutsch & Sons Ltd. for its 2nd Annual Beaujolais Nouveau Celebration set to kick-off at 12:01 a.m. PST Thursday, November 20, 2008.

Following last year's inaugural celebration, festivities will commence one minute past midnight on Thursday, November 20th. Delivery of the wine will launch the weekend of activities to celebrate the 2008 release through Sunday, November 23. Paris Las Vegas and Georges Duboeuf will host special events, tastings and unique Beaujolais Nouveau featured wine pairing menus at Eiffel Tower Restaurant, Les Artistes, Mon Ami Gabi, Le Provençal and Le Café.

Honoring the long tradition regulated by French law, Beaujolais Nouveau, a red wine made from 100 percent Gamay grapes in the Beaujolais region of France, is released no sooner than the third Thursday of November, when it is ready for consumption just six weeks after the harvest. Thus, at one minute past midnight, huge celebrations are held all over the world to taste the latest wine. More than 65 million bottles of Beaujolais Nouveau will be consumed in the months to follow.

Georges Duboeuf is the largest producer of Beaujolais in the world and the number one French wine brand in the US. Georges currently represents over 400 winegrowers in the region. A self-made entrepreneur, he formed "Les Vins de Georges Duboeuf" in 1964, which he now oversees with his son, Franck. Today, Les Vins de Georges Duboeuf includes wines from Beaujolais, Mâconnais and Southern France. The wines are renowned for their value and consistency. They are sold in 120 countries throughout the world.

Paris Las Vegas is a Harrah's Entertainment resort. From its dramatic 50-story replica of the Eiffel Tower to authentic architectural reproductions, elegant décor and superb convention facilities, to its fine cuisine, European-inspired boutiques and world-class entertainment – Paris Las Vegas celebrates the romance, excitement and savoir-faire of the European City of Light. In the heart of the famous Las Vegas Strip, the passion, excitement and sophistication of Paris Las Vegas transports guests to Europe's most romantic city.

For more information, visit www.harrahs.com/pariswine

*High-resolution photos may be requested, and more details are available online at <http://media.harrahs.com> (Las Vegas, Paris Las Vegas, Latest News).

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