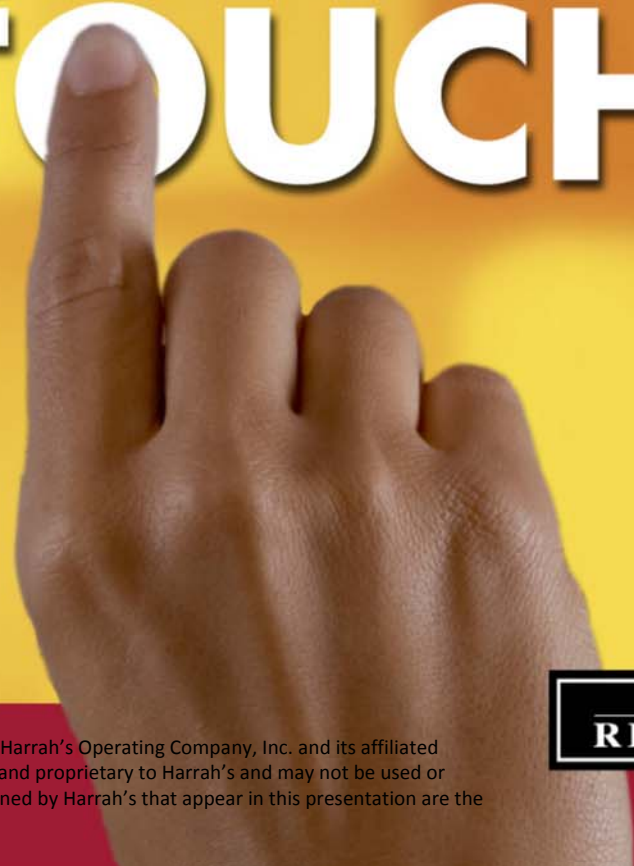




Beverage on Demand

INTRODUCING
TOTAL TOUCHSM
FROM TOTAL REWARDS[®]



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TOTAL TOUCHSM

What is Total Touch?

- Touch Screen (slot video display) that allows patrons to redeem offers, check account and access various services.
- Promotes a Total Service experience at the property. System is currently being deployed at various CET properties throughout the enterprise.
- Reduce slot attendant, host and beverage service delivery wait times
- Prioritize services by tier
- BOD application is an enhancement to existing BARS ordering system & to self-service non-alcoholic beverage stations

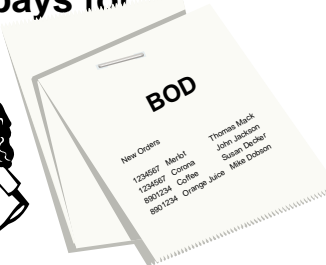
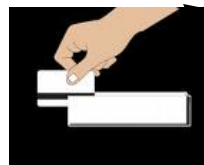


B.O.D and the Beverage order process

Guest orders a beverage



Server Swipes Micros card, a ticket will print, then the server will order the beverage from the Bartender, then pays for cash beverages.



Bartender prepares the Beverage



Server **interacts & observes** patron, delivers the beverage, collects cash for any cash beverages, then touches the Beverage icon and selects “Order Delivered” or “Cancel Order” if guest has left the game

Order Beverage

- The “Beverages” button will appear for both Carded and uncarded guest
- After selecting the “Beverages” button the guest will be shown several beverage categories that he/she can use when making a beverage selection.

Carded Guest



Un-carded Guest





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Menu Samples

✓ My Drinks

Beer & Wine Cocktails A-Z

Liquor Liquor cont

Non-Alcohol

Call Server Main Menu

Bottled Beer

Budweiser \$ Coors Light \$

Corona \$ Heineken \$ Miller High Life \$

Miller Lite \$ Sharps \$ Yuengling \$

Back Call Server Main Menu

Beer & Wine

Bottled Beer Champagne

Draft Beer House Wine Wine Cocktails

Back Call Server Main Menu

Order Corona \$?

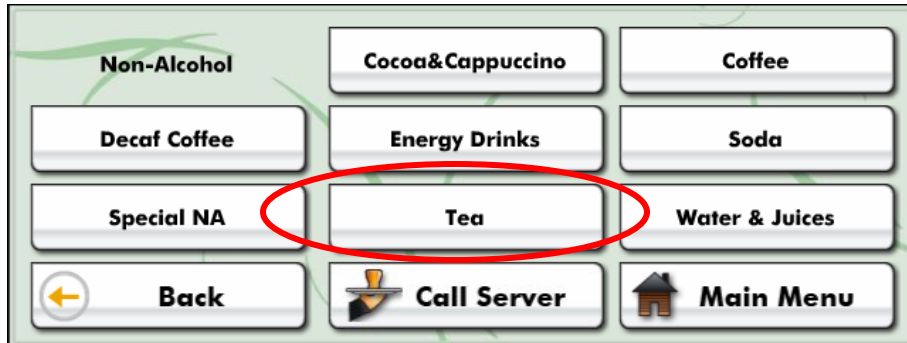
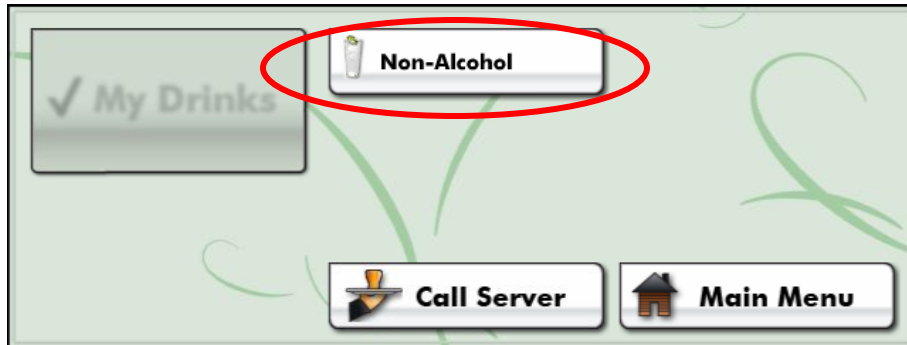
Yes

No Thanks



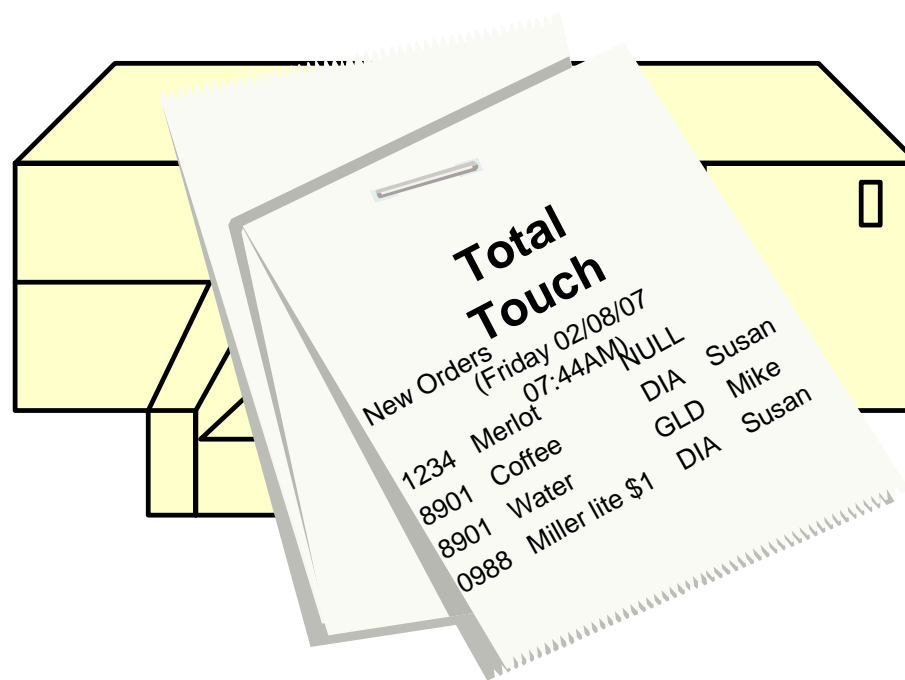
Non-Alcoholic Menu

Menu	Hours Active						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Alcohol	8a-1:15a	8a-1:15a	8a-1:15a	8a-1:15a	8a-1:15a	8a-1:15a	Noon - 1:15a
Non-Alcohol	24 hours	24 hours	24 hours	24 hours	24 hours	24 hours	24 hours



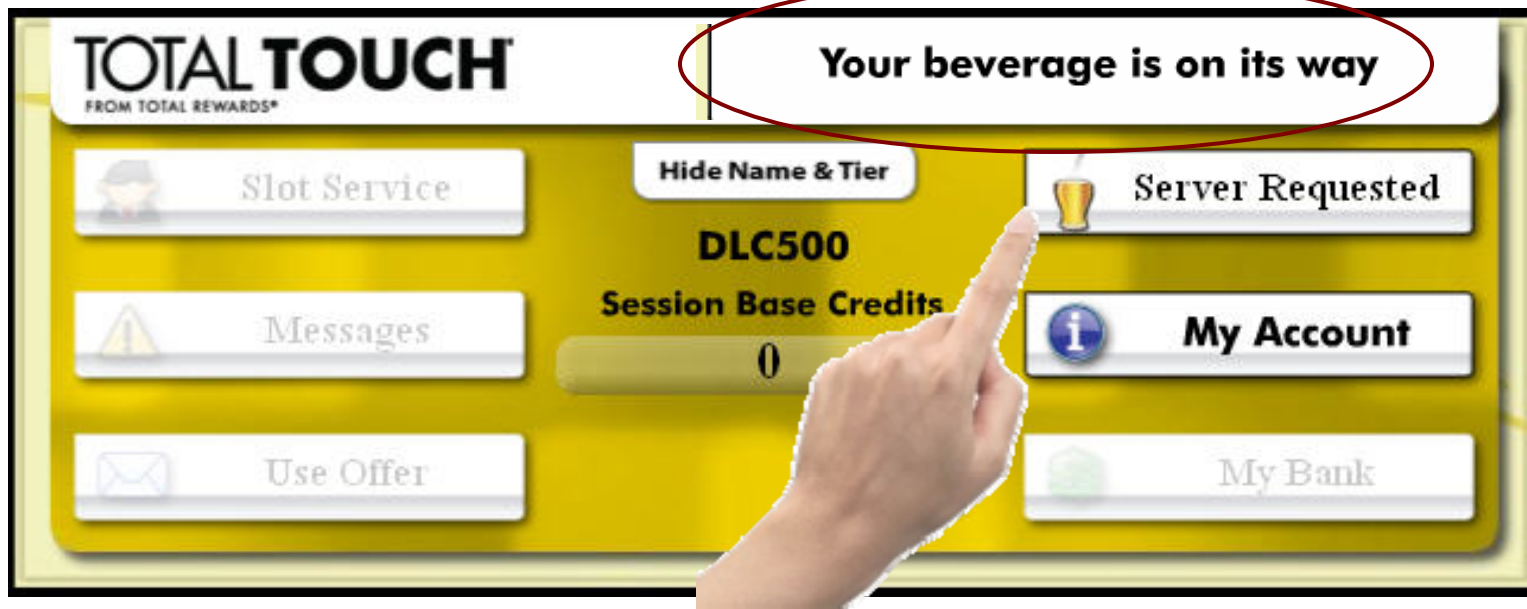
At the Beverage Well

- Upon swiping the Micros card a delivery ticket will print giving the location number, drink type, Tier and first name of the guest.
- Cash beverages will show in the ticket with the \$ sign
- Players without a card would show as Null on the ticket.
- Server then orders the beverages from the bartender.



Beverage on the Way Banner

- Beverage on the way banner will show when the server swipes at the well and will show until the server arrives.
- Upon arrival at the slot machine, the server then touches Beverages Button.

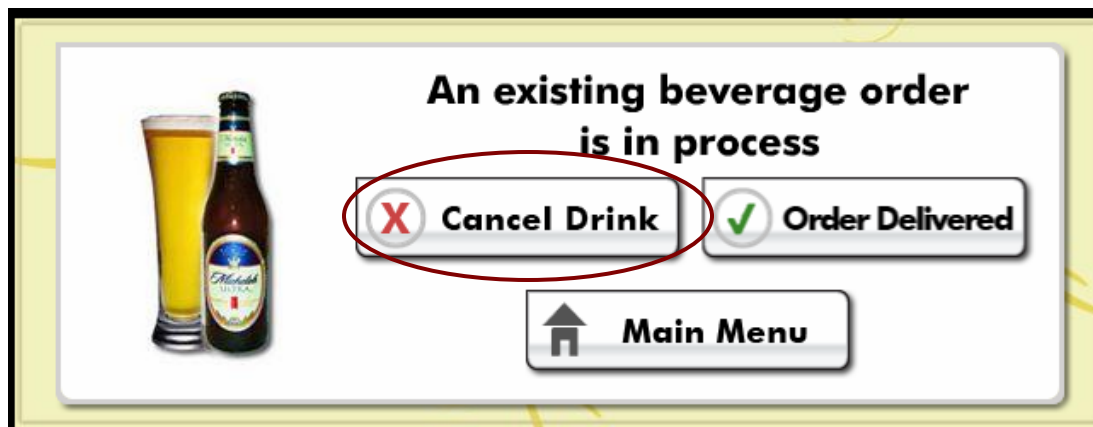


Order Confirmation / CANCEL Screens

Order Confirmation screen appears

Beverages are cancelled if ---

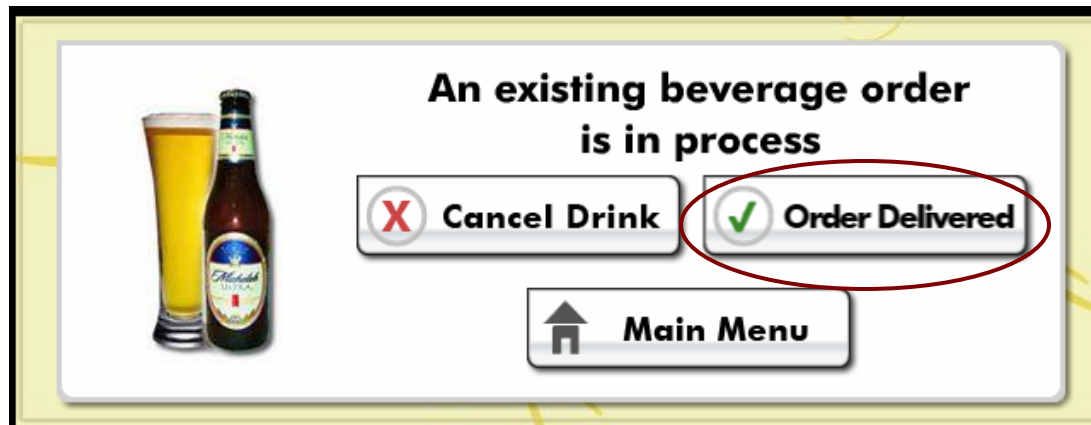
- Patron cards out; selects “No Thanks” or does nothing for 10 seconds
- Patron cards out and presses Yes to keep beverage and another Patron cards-in at that machine
- Uncarded Patron orders a beverage and another Patron cards-in at that machine
- Patron hits a jackpot and has an outstanding beverage order
- Patron or server cancels beverage at the slot machine
- Beverage order has been printed but not delivered after 20 min
- Beverage has been ordered but not printed after 60 min
- Patron orders a beverage and card goes into Abandon card due to no play



Beverage Delivery at the Game

Order Confirmation screen appears

- Server approaches a patron and verifies the patron doesn't have an additional alcoholic beverage
- Server greets patron using their name if they are a carded player
- Server checks ID for any patron who appears under 30
- Server looks for signs of intoxication while greeting patron
- Server cancels order and contacts supervisor for any of the following:
 - Guest without valid ID or underage
 - Guest not in Green for level of intoxication
- Server delivers drink, collects payment for cash orders, and hits Order Delivered button





C.A.R.E. (Controlling Alcohol Risks Effectively)

- Program used throughout Caesars Entertainment in addition to PLCB R.A.M.P. training
- Completed during new hire orientation for the following positions:
 - All of Beverage Employees
 - F&B Front of House
 - Valet
 - Security
 - Executive Hosts
 - Table Games Supervisors and above
- Employees must pass exam before they can begin working



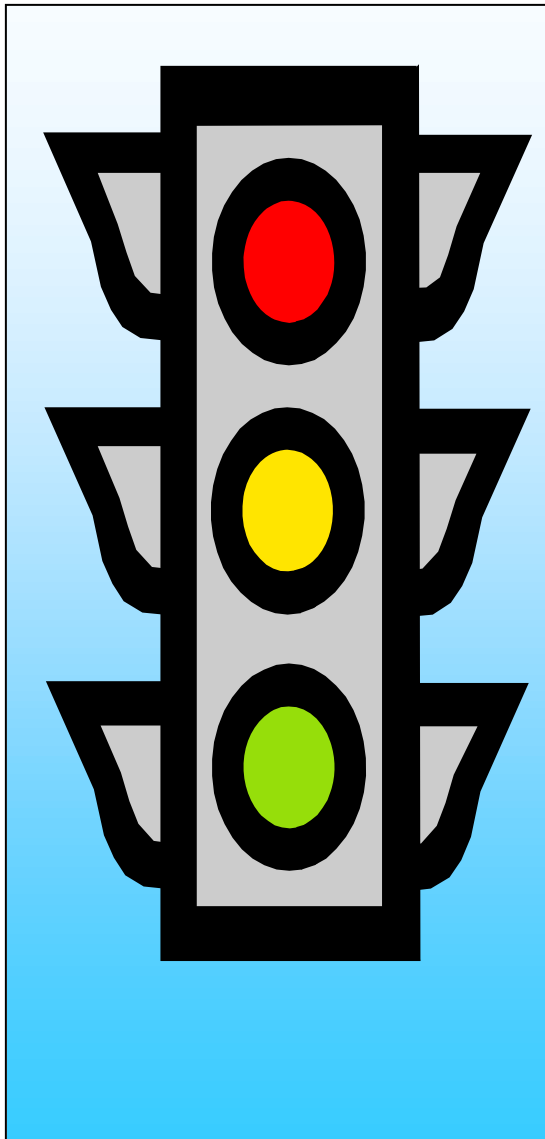
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R.A.M.P. (**R**esponsible **A**lcohol **M**anagement **P**rogram)

- Pennsylvania Liquor Control Board program
- PLCB RAMP certified since June 2009
- Employees must pass course examination with a score of at least 80%
- 5 classes scheduled in April to train remaining staff
- Classes held onsite free of charge for all beverage serving employees

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Level of Intoxication	Indicators	Required Action
RED	<p><u>Unusual Conduct</u> Hostile or very quite, significant change in personality (rowdy/depressed)</p> <p><u>Impaired Judgment</u> Complaining, fast drinker, starts a fight, use of profane language</p> <p><u>Slowed Reaction Time</u> Sleepy/drowsy, slurred speech</p> <p><u>Decreased Coordination</u> Careless, loss of balance, staggering, falling down, holding on, clumsy</p>	<ul style="list-style-type: none"> •STOP SERVICE IMMEDIATELY •Inform Beverage Supervisor IMMEDIATELY •Allow Beverage Supervisor to assist in cutting off guest – TEAM EFFORT. •Communicate to Security, Surveillance, Slots, and Beverage co-workers •Follow instructions from Beverage Supervisor
YELLOW	<ul style="list-style-type: none"> •Noisier/Talkative •Quieter/Withdrawn •Slight alcohol odor •Slight changes in behavior •Slight changes from normal movements 	<ul style="list-style-type: none"> •Communicate observations to Beverage Supervisor and area Security Officer immediately •CEASE BEVERAGE SERVICE until OK'd by supervisor •Recommend food
GREEN	<ul style="list-style-type: none"> •Steady/Sober •Understandable •Composed •Free of Alcohol Odor •Normal Movements 	<ul style="list-style-type: none"> •Continue to give excellent customer service •Follow Spotlight Behaviors •Build Relationships

Questions

