



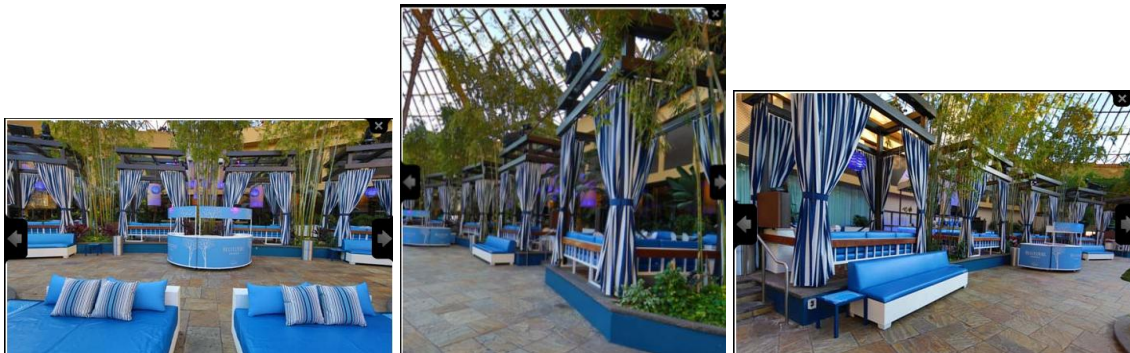
July 21, 2012

Impressions: 1,933

CAV: \$10

## Pool Renovations – Harrah’s Atlantic City & Belvedere Vodka Team Up!

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The Pool After Dark at Harrah’s Resort is pleased to announce the exciting new renovation project and integrated partnership with Belvedere Vodka. Belvedere, the world’s first super-premium vodka, and one of the most popular spirits sold at the notorious nightlife venue, will unveil a special showcase within the 172,000 square-foot glass dome-entertainment complex this week. Back Bar USA, one of Las Vegas’ premiere event production and design companies worked with Harrah’s Resort and Belvedere on the installation and visual concept. A wide range of new and contemporary modern day components have been ingrained in the transformation of the pool day life and nightlife experience.

The Pool After Dark, proud recipient of “Mega-Club of the Year” award by Nightclub & Bar magazine, has been upgraded with floating Go-Go boxes for dancers, water fixtures, upgraded lightshows, multiple DJ booths, tweaked sound systems, and a Plexiglass stage that is available for musical performances. The VIP area’s five hot tubs have been encircled with permanent banquets which feature the option to sit around the perimeter.

New bedding, drapery and pillows have also been added to refurbish and embellish the ambiance of the Cabanas.

“The Pool After Dark at Harrah’s Resort is one of the most popular after nightlife spots in the nation,” says Howard Weiss, Regional Director of Nightlife Operations, Strategy & Development for Caesars Entertainment Atlantic City. “This year we have taken it to another level; with our pool renovations and strategic partnership with Belvedere Vodka, The Pool After Dark now evokes the spirit of St. Tropez in Atlantic City.”

The renovated section’s VIP service offers four exclusive packages:

- *"Indulge & Splurge" \$1,500.00 including two bottles of Belvedere with 12 cans of Red Bull, one bottle of Moët Rose, sparklers, VIP Poolside Table, and five complimentary admission passes*
- *"I'm with the DJ" \$2,000.00 including two bottles of Belvedere with 24 cans of Red Bull, one bottle of Moët Rose, sparklers, VIP DJ Premium Table, and eight complimentary admission passes*
- *"Rock Star", \$3,000.00 including three bottles of Belvedere with 24 cans of Red Bull, three bottles of Moët Rose, sparklers, VIP Cabana, and 10 complimentary admission passes*
- *"5 Star Package" for \$5,000 including five bottles of Belvedere, five bottles of Moët Rose, sparklers, VIP Cabana with a hot tub, and 15 complimentary admission passes*

Within each package, VIP guests’ cabanas will have stocked refrigerators catered to the specific needs of the package. These fresh and original design elements and VIP amenities have been completed in time for Grand Re-Opening July 4th, one of the most popular weekends for the club which this year will feature the infamous celebrity resident DJ, DJ Pauly D. Renderings and images of Harrah’s Resort Atlantic City and The Pool complex are available upon request.