

Harrah's, Keppel Welcome Suntec Singapore to their Winning Team

Asia's leading convention centre completes the picture in Harrah's-Keppel Land strategy to boost Singapore's position as a world-class, global MICE destination

SINGAPORE – December 13, 2005 – Harrah's Entertainment, Inc. and Keppel Land today announce the signing of an exclusive agreement with Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore) to jointly promote Singapore as a world-class MICE destination to international conference planners and organizers. Further emphasizing the importance Harrah's and Keppel Land place on the conventions element of their proposal for the Marina Bay IR, this is the final MICE element in their comprehensive strategy to bring together industry's best players to collectively develop the most exciting and unique, urban destination in Asia. The first step was the recently announced alliance with SMG, the world's largest marketer and operator of MICE venues, followed by the alliance with Singapore-based conventions and exhibitions organizer CEMS.

Through this exclusive strategic agreement, Suntec Singapore will be actively involved in the design and development of the MICE facility in Harrah's and Keppel Land's Marina Bay IR to ensure that it complements existing offerings in Singapore and is in line with the Singapore Government's targets to increase the proportion of high-spending business and conventions travellers.

Together with Harrah's, Keppel Land and SMG, Suntec Singapore will establish a joint marketing program that will cover a larger target MICE market and be even more effective at promoting Singapore in its entirety as a world-class MICE destination.

"We have always felt that local partners are critical to our success in Singapore and are proud to welcome yet another industry leader to our Marina Bay project team in order to create a world-class IR which will enhance Singapore's great position in the highly competitive global MICE market," said Richard Mirman, Senior Vice President of Harrah's Entertainment Inc. "With SMG, CEMS and now Suntec Singapore as part of our formidable team, Harrah's and Keppel Land enjoy an unbeatable advantage that will benefit our Marina Bay IR proposal and Singapore as a whole."

"We are very excited about joining forces with Harrah's, Keppel Land and SMG, whom we know and respect, having worked together on several successful projects," said Warren Buckley, CEO of Suntec Singapore. "This strong team of industry leaders will be a powerful force in attracting new business from the lucrative international MICE market to Singapore and setting new standards in the MICE industry in Asia. We have always endorsed the IR as being good for

Singapore and are confident we have chosen a partner who we can work with effectively to grow Singapore's MICE industry and also have a positive effect on other local players in the industry as the local MICE sector expands."

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Key Facts about the Partners

About Suntec Singapore

With more than ten years of expertise in managing conventions and exhibitions and marketing Singapore as a top MICE destination internationally, Suntec Singapore is a world-class venue located in the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000 sqm of floor space on six levels, this award-winning facility caters to events from 10 to 12,000 persons. In addition, Suntec Singapore – Asia's Convention City offers direct access to 5,200 hotel rooms, 1000 retail shops, 300 restaurants and the regions' new centre for performing arts, Esplanade Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

For more information, please visit: www.suntecsingapore.com.

About Harrah's Entertainment

Harrah's Entertainment, Inc., is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada 67 years ago, Harrah's has grown through development of new properties, expansions and acquisitions. With the acquisition of Caesars Entertainment, Inc., Harrah's now owns or manages through various subsidiaries more than 40 casinos in three countries, primarily under the Harrah's, Caesars and Horseshoe brand names. With nearly 4 million square feet of casino space, more than 40,000 hotel rooms and nearly 100,000 employees, the Harrah's portfolio is the most diverse in the gaming industry. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

For more information, please visit: www.harrahs.com.

About Keppel Land

Keppel Land Limited is one of the largest listed property companies by total assets on the Singapore Exchange Securities Trading Limited and the property arm of the Keppel Group, one of Singapore's largest multinational groups with core businesses in offshore and marine, infrastructure, and property.

Keppel Land is an established developer of premier residential properties and investment-grade offices. It is geographically diversified in Asia including Singapore, China and Hong Kong, Thailand, Vietnam, India, Indonesia, Malaysia, Philippines, Japan, South Korea, Australia and Myanmar.

For more information, please visit: www.keppelland.com.sg