



PRESS RELEASE

***THE MONTE-CARLO ONE DROP EXTRAVAGANZA™ TO BE HELD BY INVITATION
OCT. 13 TO 17, 2016***

***ONE DROP CREATES NEW ULTRA-EXCLUSIVE WEEK-LONG EXPERIENCE TARGETING RECREATIONAL PLAYERS, TO
TAKE PLACE AT THE ICONIC CASINO DE MONTE-CARLO***

***THE BIG ONE FOR ONE DROP™ INVITATIONAL, A CHARITABLE TOURNAMENT WITH THE HIGHEST ENTRY FEE IN
HISTORY, HEADLINES THE WEEK***

**TWEET: #MonteCarloBigOne by invitation to be held during new #OneDropExtravaganza 10/13-10/17 2016!
For a video announcement by Guy Laliberté, visit www.onedropextravaganza.com**

Monaco, July 10, 2016 – [ONE DROP™](#), one of the world's leading organizations dedicated to sustainable access to safe water, today announced its next big fundraising initiative, the Monte-Carlo One Drop Extravaganza. [Monte-Carlo Société des Bains de Mer](#) and [Caesars Interactive Entertainment](#), have joined forces to support One Drop in a week-long poker experience taking place at the Casino de Monte-Carlo, Monaco from **October 13-17, 2016** to raise funds for charity and create unique television content.

The headlining event, The Big One for One Drop Invitational, will begin at noon on Friday, October, 14 and will last three days. It features the largest buy-in poker tournament ever held, a staggering €1,000,000 buy-in, with €111,111 from each entry going to One Drop. No other fees will be deducted for event operations, allowing €888,889 from each buy-in to go directly into the prize pool. The historic stakes may get even higher, as unlimited re-entry will be allowed during the entire first day of competition. The winner will receive one of the world's most valuable sporting trophies, a ceremonial bracelet hand-crafted in platinum by famed jeweler Richard Mille .

An open format version of The Big One for One Drop was held as part of the World Series of Poker in 2012 and 2014, in Las Vegas, each with a US\$1 million buy-in. While both of these events were primarily contested by professional poker players, The Big One for One Drop Invitational will be a by-invitation-only tournament for businessmen, philanthropic and celebrity recreational players. Recreational players seeking to be considered to participate should contact event manager Alexandre Meunier at alexandre.meunier@onedrop.org

The change in venue to the prestigious [Casino de Monte-Carlo](#) reflects One Drop's expanded vision for its poker activities, as the €1 million tournament will be surrounded by a full slate of exclusive events.

This new charitable initiative is scheduled to follow the highly-acclaimed Monaco Yacht Show and will be held concurrently with the Monaco International Clubbing Show, an event that brings together the best DJs in the business. Participants in the €1 million poker event will be treated to complimentary accommodations and a variety of exclusive hospitality activities in the Principality.

“I am pleased that Monaco has been chosen to host the 2016 edition of The Big One for One Drop, one of the most innovative charity events,” said Prince Albert II of Monaco. “After only two editions, The Big One for One Drop has raised more than \$10 million for water, a cause that I hold particularly dear. I wish an even greater success to the third edition of The Big One.”

“From the beginning, we knew that The Big One for One Drop was a unique event,” said One Drop Founder, Guy Laliberté. “This year, by shifting the focus to recreational players, we’re looking to bring fun and innovation to charitable giving. We believe the events in Monaco will attract high net-worth individuals from across the globe to enjoy the game, the networking opportunities and the incredible VIP experiences only available in one of the world’s most iconic settings.”

“With the Monte-Carlo One Drop Extravaganza, One Drop is building on the successful track record of our high-prestige poker events,” said Catherine B. Bachand, CEO, One Drop. “Our new vision is to broaden the appeal by creating a tournament that is both ultra-exclusive and lots of fun. Only one participant will win the trophy, but all will come away with great memories, new and valuable contacts and the knowledge they’ve contributed to one of the most critical causes in the world.”

The vision behind the One Drop poker tournaments is to promote awareness of water-related issues among the poker and philanthropic communities and beyond. The aim is to raise funds that will allow One Drop to continue to deliver on its important mission. Funds will be directed to One Drop’s new generation of programs around the world, working cross-sector to provide sustainable water access to communities in need.

“The Casino de Monte-Carlo is thrilled and delighted to welcome the Big One for One Drop Invitational event and to take an active part in the organization of this new international poker initiative,” said Pascal Camia, Executive Vice President - Casinos of Monaco. “This outstanding tournament contributes in positioning Monaco as a global and attractive destination for gaming.”

“Poker tournaments have already made a name for themselves as some of the most successful charitable initiatives in the world, and the special Monte-Carlo One Drop event promises to reach new heights,” said Mitch Garber, Chief Executive Officer at Caesars Interactive Entertainment. “Monaco and Casino de Monte-Carlo are the perfect backdrop and partners for this event, and I would like to personally thank the Principality and H.S.H. Prince Albert II of Monaco for his personal interest and support of the cause and ensuring a memorable week.”

Since its inception, One Drop has delivered projects to help more than 1 million people. The organization is currently pursuing new initiatives and partnerships to broaden that reach and meet the United Nations Sustainable Development Goals adopted by world leaders at the United Nations Summit this past year. These goals call for the provision of water and sanitation for all by 2030.

About One Drop

ONE DROP™ is an international non-profit organization created by *Cirque du Soleil*® Founder Guy Laliberté. At the core of our mission is safe water as a transformative force to improve living conditions, as well as give communities the ability to care for themselves sustainably. We believe in the combined power of safe water while inspiring behaviour change towards water and proper hygiene practices by creating a lasting understanding through social art. To do this, One Drop has developed the unique A·B·C for Sustainability™ approach, a winning

combination of strategic and operational interventions designed to address sustainable access to safe water and sanitation. To learn more about One Drop, visit www.onedrop.org.

ABOUT CAESARS INTERACTIVE ENTERTAINMENT (CIE)

CIE is one of the world's leading interactive social and mobile casino-themed game providers. CIE owns the World Series of Poker ("WSOP") in addition to multiple mobile and social game titles under its Playtika subsidiary, including Slotomania, Caesars Casino, Bingo Blitz, House of Fun and World Series of Poker. In addition, CIE operates real money online gaming in Nevada under the WSOP.com brand and in New Jersey under the CaesarsCasino.com, HarrahsCasino.com and WSOP.com brands, and licenses its brands in other foreign legal real money online gaming jurisdictions, including the United Kingdom. CIE, a subsidiary of Caesars Growth Partners, LLC ("CGP"), which is a joint venture between Caesars Acquisition Company ("CAC") and Caesars Entertainment Corporation ("Caesars Entertainment"), the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company, was formed by Caesars Entertainment in May 2009 to take the diverse brands in the Caesars portfolio and maximize their value in today's digital, online world. CIE's business partners are some of today's most successful global companies, including Apple, Facebook, Microsoft and Yahoo. CIE employs more than 500 full-time employees and has offices in four countries on three continents: at Caesars Palace in Las Vegas, Nevada, in Montreal, Canada and in Tel Aviv, Israel. It also houses development studios in Belarus, Romania and Ukraine. www.caesarsinteractive.com

About the Monte-Carlo Société des Bains de Mer Group

Monte-Carlo Société des Bains de Mer delivers a unique experience combining luxury, well-being or gastronomy and offers to its customers a world-unique resort: 4 casinos, including the only and foremost Casino de Monte-Carlo which is the quintessence of gambling within the Principality, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), and 33 restaurants, 4 of them gathering a total of 6 stars in prestigious Michelin Guide. Monte-Carlo Société des Bains de Mer is a hub of night-life, with an amazing choice of bars and concert rooms. The Group, which is a talent scout and committed supporter of artistic creation, programs musical events with daring artistic choices at the Sporting Summer Festival, at the Monte-Carlo Jazz Festival, at La Rascasse or at the Buddha Bar. Its Jimmy'z disco has been one of the most famous in Europe for over 40 years.

#CasinosMonteCarlo

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