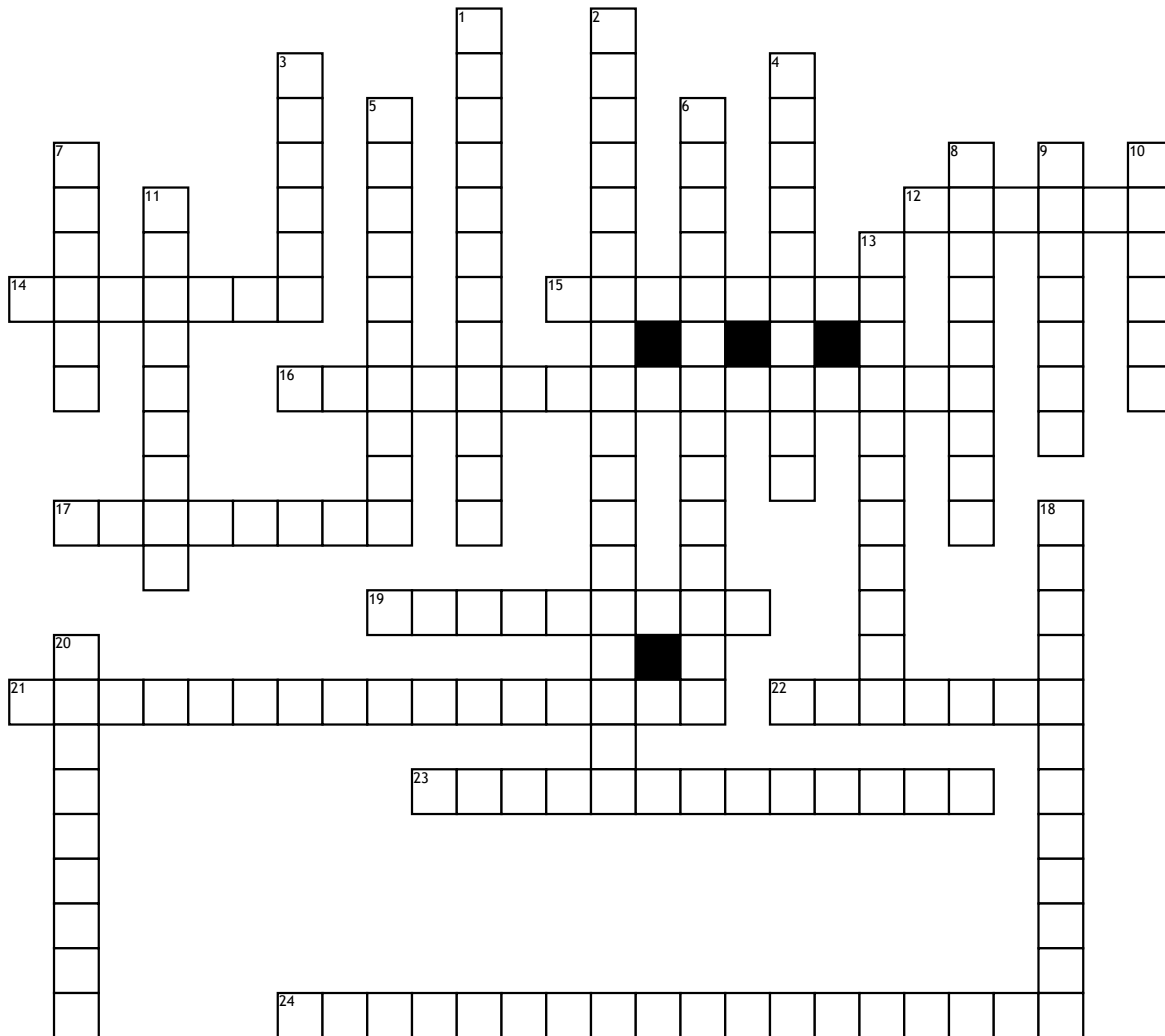


Caesars Strategic Architectue



Across

12. Create Memorable Experiences, Personalize Rewards And Delight Guest, Every Team Member, Every Time
 14. The Best Name In Hospitality, Gaming and Entertainment.
 15. Prime Real Estate In Master Planning Las Vegas
 16. Monetization And Conversion, New Application And Content Releases
 17. Our Network Through Expansion And Licensing
 19. Take Initiative, Be Accountable For Your Performance And Think Like An Owner Of The Business
 21. Capital Intensive, Asian Volatility, Hospitality Growth
 22. A Sales And Service Culture

23. Create A Caring Culture So Every Team Member Can Have Fun And Be At His Or Her Personal And Professional Best
 24. Work Hard And Celebrate Successes Both Large And Small

Down

1. Optimize, Leverage, Create, Capitalize
 2. Take Pride In Everything You Do
 3. Integrity, Service with Passion, Celebrating Success, Diversity, Caring Culture and Ownership
 4. On Strong Online, Social And Mobile Gaming Strategies
 5. Hospitality And Loyalty Marketing Programs
 6. Expansion In Tribal, Urban, Asian, Online And Lotto Markets

7. The Customer Experience Of The Future
 8. Embrace What Makes Us Unique To Inspire Innovation And Win Together
 9. We Inspire Grown-Ups To Play
 10. In Caesars' Infrastructure To Enhance Long-Term Value
 11. A Continuous Improvement Focused Operating Model
 13. Integrity, Customers, People, Products/Services
 18. Invigorate, Invest, Institute, Inspire
 20. Do What's Right, No Matter What-Trust, Ethics And Compliance