

QUA BATHS & SPA OPENS AT CAESARS PALACE, BRINGING ENTICING NEW SPA EXPERIENCE TO LAS VEGAS

Spa oasis features Roman Baths, Crystal Body Art, Las Vegas' first Arctic Ice Room and much more

LAS VEGAS – November 28, 2006 – Caesars Palace Las Vegas is proud to announce the opening of Qua Baths & Spa, a fresh and enticing new spa experience. Situated in the Augustus Tower at the legendary hotel and casino, Qua unfolds as a resplendent oasis for relaxation and renewal guided by the healing and calming powers of water, dynamic service standards, and “Social Spa-ing,” a new concept in the industry.

The stylish spa features 51 treatment studios including three deluxe Couple's Studios, two personalized hydrotherapy tubs, three Vichy showers, seven facial studios, 35 massage studios and a Crystal Body Art Room. The immersive atmosphere also includes lavish Roman Baths, an Arctic Ice Room, a Men's Zone, an expansive fitness center, and an exceptional array of signature and exotic treatments including Crystal Body Art and therapeutic massages.

From the Italian for “here,” Qua connotes the myriad and inspirational benefits of “living in the moment,” while evoking “aqua,” or water, the focus of the spa's remarkable Roman Bathing experience and many of its therapeutic services.

Among many innovations, Qua encourages relaxed Social Spa-ing, reminiscent of the glorious baths of ancient Rome, by creating vibrant gathering spaces in private men's and women's areas. Couple's Studios offer romantic massages and body treatments. Tea Lounges serve as a waiting area before and after treatments, with a Tea Sommelier on staff to create tasteful tea pairings, including an exclusive signature Qua blend.

A first in spa aesthetic services, the Crystal Body Art Room at Qua offers customized designs of tiny Swarovski™ crystals artistically adhered to the body - the ultimate personal accessory and the perfect prelude to an exciting evening on the town.

Other special signature treatments afford the cream of the Qua experience, delivered by Artisans who are true talents at their craft:

- *Qua Hourglass Treatments:* Turn the hourglass to experience a full 60 minutes of a customized treatment, including facials, massages, hot stones, aromatherapy and more.
- *Banana Leaf Body Wrap:* Includes incense, a traditional Thai floral footbath and Ayurvedic head and scalp treatment for a renewing full body experience.
- *Qua Chakra Balancing:* Energy work and warm oils relax the body and align the chakras – the energy centers of the body. Concludes with a special gift of a chakra necklace.

- *Qua Bath Liqueur*: Floating layers of herbs, oils and milks are poured into a luxurious private hydrotherapy tub, where multiple jets tantalize the senses and spark therapeutic effects.
- *Kama Sutra Massage*: Celebrate love with that special someone as you enjoy the Shirodhara and body massage experience side-by-side in a private suite.

The timeless power of water is the artistic theme at Qua. Waterfall accents grace the guest entrance experience. Roman Baths in both the men's and women's areas offer therapeutic respite from fast-paced Las Vegas. An overhead rain shower will draw guests in, while the steady flow of cascading waterfalls soothes by sound and sight. In the city's first Arctic Ice Room, guests can unwind after heat treatments using ice chips to cool, exfoliate and invigorate amidst the crisp 55° air. Included with all treatments, guests can enjoy the Laconium room, a Cedar Wood Sauna, as well as an Herbal Steam Room draped with a misty infusion of fresh aromatic herbs.

Qua's exclusive Men's Zone is still another innovation, drawing the masculine element with a talented Master Barber, attired in an iconic tuxedo shirt and cummerbund, offering hair styling, traditional hot lather, straight-razor shaves, manicure and pedicure options. A steady stream of retro jazz music and a flat-screen television with the hottest sporting events make the Men's Zone a great place to watch the game and keep up with a bet at the Sports Book.

Still on the horizon, Qua will introduce a signature spa product line in early 2007, including elegantly packaged, Roman-inspired pampering body products, a stylish clothing line and merchandise.

The 50,000 square-foot spa was designed by Hirsh Bedner Associates of Santa Monica, California, and Allard & Conversano of Oakland, California.

For more information or to experience Qua Baths & Spa, Caesars Palace, please call 866-QUA-0655 or visit www.quabathsandspa.com

Reigning at the heart of the Las Vegas Strip, Caesars Palace, a Harrah's Entertainment resort, is one of the world's best known resort-casinos celebrating the glory that was Greece and the grandeur that was Rome in an 85-acre destination location that sets the standard for entertainment, dining and luxury. For more information, visit www.caesarspalace.com or call (702) 731-7110. Journalists can download news releases and high-resolution photos at media.harrahs.com.

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Contact:

Alyssa Bushey
Caesars Palace PR
(702) 731-7216
abushey@caesarspalace.com

Emily Easter
Hawkins International PR
(212) 255-6541
emily@hawkpr.com