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NEW ORLEANS

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**LIVE NATION UNVEILS PLANS FOR
THE FILLMORE AT HARRAH'S NEW ORLEANS
SETTING NEW STANDARD FOR
SOUTHEASTERN UNITED STATES MUSIC CLUBS**



(NEW ORLEANS, La. – June 21, 2018) — Live Nation Entertainment, the world’s leading live entertainment company, today announced details about a new premier live music venue coming to NOLA in early 2019: The Fillmore at Harrah’s New Orleans.

At the rapidly progressing construction site, executives revealed details of the expansive venue today while marking the 50th anniversary of the founding of The Fillmore West, the legendary San Francisco namesake of the New Orleans venue. Honoring the historic traditions of Fillmore music halls around the country, the new 2,000-capacity venue located inside Harrah’s Casino will showcase incredible state-of-the-art production, vintage poster art, VIP amenities, outstanding dining options and friendly hospitality that celebrates the live-concert experience.

“New Orleans is a city with a proud musical heritage, and we could not be more excited that The Fillmore will join the host of great live music that this city has to offer,” said Ron Bension, president of Live Nation’s Club & Theatre group. “The venue’s industry-leading amenities and intimate 2,000-person capacity fill a gap in the market and will attract performers that often bypass the city, which will ultimately give audiences an even wider array of concert experiences to enjoy.”

It was important to Harrah's New Orleans that we find the right partner to help us transform our second-floor space into a destination," said Dan Real, Caesars Entertainment regional president-south and Harrah's New Orleans general manager. "In a city where live music abounds from street corners to the stage, The Fillmore is a perfect addition to Harrah's New Orleans and will create memorable experiences for both locals and guests."

The original Fillmore West was one of this country's landmark performing stages and first opened in San Francisco in the summer of 1968. That Fillmore was a focal point of the psychedelic music scene during the 1960s and '70s helping to launch the careers of iconic rock acts such as Grateful Dead; Jimi Hendrix; Led Zeppelin; Santana; The Doors; The Allman Brothers Band; and many, many others, which helped it grow into the legend it is today. Fillmores around the United States now include: Charlotte, NC; Miami, FL, Silver Spring, MD; Detroit, MI; and Philadelphia, PA.

The newest Fillmore has embraced NOLA, and the design details within reflect the unique qualities of local architecture and material such as wrought iron gate segments and clapboard sidings used throughout the venue alongside local influences such as gas street lanterns and hints of Mardi Gras. The environment encourages guests to avoid the crowds ... come early; stay late; and enjoy a meal, light snack and a drink in its comfortable lounge.

The venue's Lobby Bar will transport concertgoers immediately into the local musical world via a hand-painted sousaphone rotating from the center with its flared bell jutting into the room and greeting the crowd as it rotates. The bar will feature small-batch liquors, local and national craft beers, a varied wine selection, and a full menu of local favorites like Popcorn Creole Shrimp, Louisiana Hot Chicken Tenders and Charcuterie Bento Boxes.

The VIP room, called BG's Lounge in a nod to original Fillmore founder Bill Graham, also pays tribute to New Orleans, celebrating its sultry side with hints of black magic, voodoo and masquerade balls. It will be an intimate and upscale lounge and bar where guests can enjoy personalized service and enhanced benefits as part of their concert event as well as before and after the performance. VIP experiences include the opportunity to enjoy the show from elevated areas near the stage and first-class amenities: dedicated bar service with top-tier selections, reserve seating and private restrooms.

The Fillmore is not only a state-of-the-art concert hall but also features a colorful array of distinctive private event spaces for hosting corporate events, private concerts, social gatherings, weddings, receptions or private dinners.

About Live Nation Entertainment Club & Theatre Division

With 70 owned/operated/managed clubs and theaters, the Live Nation Entertainment Club & Theatre portfolio, a division of Live Nation, is wide-ranging, including the legendary Fillmores and the intimate House of Blues clubs throughout the United States. Live Nation Entertainment Club & Theatre division is the country's pre-eminent live music venue collection, featuring state-of-the-art sound and lighting technology in one-of-a-kind, custom-designed environments aimed to bring fans and artists together in unparalleled musical environments.

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