



Smokin' Aces BBQ Championship Presented by Pepsi Heats Up Harrah's Tunica September 16-18

Special Guest Appearance by Pat and Gina Neely

TUNICA, Miss., July 26, 2010 – Harrah's Casino Tunica will host the first Smokin' Aces BBQ Championship September 16 – 18, 2010. The BBQ championship offering over \$20,000 in prize money is sanctioned by the Memphis Barbecue Network and will be held on the grounds of Harrah's Tunica. Pepsi is the presenting sponsor.

The overall winner or contest grand champion will receive a custom trophy, \$4,000, an entry into the 2011 Memphis in May Barbecue World Championship, and an entry into the 2011 Memphis Barbecue Network Championship. Local barbecue proprietors and television cooking show personalities Pat and Gina Neely will make a special guest appearance Saturday, September 18. More information, registration forms, and contact information is available at www.smokinacesbbqchampionship.com.

The public is invited to be the judge for the People's Choice category. For a \$7 tasting/judging fee the People's Choice judges will receive barbecue samples, a Pepsi, and a score card. The Championship Stage will feature live entertainment nightly from 7-10 p.m. and there will be various food and product vendors on site. There is no charge to enter the Smokin' Aces BBQ Championship grounds.

Contestants may compete in categories of: Whole Hog, Pork Shoulder, Pork Rib, Beef, Poultry, Seafood, Exotic, Sauce, Hot Wings, Baked Beans, and People's Choice Award. The competition has a limited number of openings which will be awarded to contestants on a first come first served basis. Entry deadline is August 16, 2010 with entries accepted after deadline to incur a \$50 late entry fee.

Harrah's is offering contestants special Smokin' Aces BBQ Championship hotel rates of \$49/\$59 Monday-Thursday and \$99/\$119 Friday and Saturday at Harrah's Tunica by calling 1-866-635-7095 and mentioning the group code S09BBQ.

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment through operating subsidiaries. Since its beginning in Reno, Nevada over 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The company's properties operate primarily under the Harrah's, Caesars and Horseshoe brand names; Harrah's also owns the London Clubs International family of casinos. 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.

More information about Harrah's is available at its Web site – www.harrah.com

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