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(c) Exhibits

99(1) Text of press release, dated January 23, 2002, of the Registrant.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HARRAH'S ENTERTAINMENT, INC.

Date: January 25, 2002

By: /s/ Brad L. Kerby

Name: Brad L. Kerby
Title: Vice President, Corporate
Counsel, and Secretary