



## **Harrah's Entertainment Inc. Recognized as Leader in Data Warehousing with NCR's Teradata**

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DAYTON, Ohio, Nov. 7 /PRNewswire/ -- Harrah's Entertainment Inc. has been named as the 2000 recipient of the Leadership in Data Warehousing Award from The Data Warehousing Institute (TDWI) for its innovative and successful customer loyalty program, Total Rewards.

This is the highest award bestowed by TDWI and is the second Harrah's has received this year; in July, TDWI presented Harrah's with its Best Practices in Data Warehousing Award. Out of the thirteen recipients of the Best Practices in Data Warehousing Award, Harrah's was chosen as the leader because of its ability to differentiate itself from others by using innovative technology that impacts the success of the business. The award will be presented to Harrah's at the TDWI Leadership Conference in San Diego, Calif., on November 8, 2000.

Total Rewards is a system that tracks, retains and rewards over 15 million guests using NCR Corporation's Teradata database.

About Harrah's Entertainment, Inc.

Founded more than 60 years ago, Harrah's Entertainment, Inc. is the most recognized and respected name in the casino-entertainment industry, operating 21 casinos in 17 markets in the United States under the Harrah's, Rio, Showboat and Players brand names. With a combined database of more than 19 million players, Harrah's is focused on building loyalty and value with its targeted customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence, and technology leadership.

About The Data Warehousing Institute

The Data Warehousing Institute (TDWI), a division of 101communications, is the premier provider of in-depth, high quality education and training in the data warehousing and business intelligence industry. TDWI is dedicated to educating business and information technology professionals about the strategies, techniques, and tools required to successfully design, build, and maintain data warehouses. It also fosters the advancement of data warehousing research and contributes to knowledge transfer and professional development of its Members. TDWI sponsors and promotes a worldwide membership program, annual educational conferences, regional educational seminars, onsite courses, solution provider partnerships, awards programs for the best practices and leadership in data warehousing and innovative technologies, resourceful publications, an in-depth research program, and a comprehensive Web site.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a US\$6.2 billion leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 31,900 in 130 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at [www.ncr.com](http://www.ncr.com).

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