

HARRAHS ENTERTAINMENT INC  
Form 8-K  
October 20, 2004

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**October 20, 2004 (October 20, 2004)**

Date of Report (Date of earliest event reported)

**Harrah s Entertainment, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State of Incorporation)

**001-10410**  
(Commission File Number)

**62-1411755**  
(IRS Employer  
Identification Number)

**One Harrah s Court**

**Las Vegas, Nevada 89119**

(Address of principal executive offices) (Zip Code)

**(702) 407-6000**

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(Registrant's telephone number, including area code)

N/A

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  
  - o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  
  - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  
  - o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02** Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

(b) On October 20, 2004, the Registrant issued a press release announcing that Philip G. Satre, its Chairman of the Board of Directors, will retire effective January 1, 2005.

(c) On October 20, 2004, the Registrant also announced that, effective January 1, 2005, Gary W. Loveman, its President and Chief Executive Officer, will assume the position of Chairman of the Board of Directors while retaining his current positions.

The text of the press release is attached to this report as Exhibit 99.1 and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits.**

(c) Exhibits

99.1 Text of press release, dated October 20, 2004, of the Registrant

**SIGNATURES**

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.

HARRAHS ENTERTAINMENT, INC.

Date: October 20, 2004

By: /s/ STEPHEN H. BRAMMELL  
Name: Stephen H. Brammell  
Title: Senior Vice President, General Counsel, and Secretary