

A FAIR DEAL?



What's **FAIR** about closed factories?

What's **FAIR** about Bankruptcy?

The auto industry has learned the hard way about
the UAW's idea of **FAIR**...

**Don't let the UAW
Turn Atlantic City Into
The Next Detroit**

BALLY'S
ATLANTIC CITY

CAESARS
ATLANTIC CITY

Harrah's
RESORT
ATLANTIC CITY

SHOWBOAT
THE MARDI GRAS CASINO

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UNITED AUTO WORKERS



EVERYONE loses...

Can you believe that the UAW wants you to think that we won't bargain with them? That's NOT true. It's no wonder, since the UAW track record is nothing but bad news:

Bankrupt American Auto Industry...

Millions of Dollars in Taxpayer Bailout of Pensions...

Lost Wages, Thousands of Lost Jobs, Lost Opportunities...

Government Take-Overs...

Caesars has held more than 50 good faith bargaining sessions in hopes of coming to agreement on a contract that is reasonable, economically feasible and allows us to remain competitive.

It can be done...just ask our other union partners.

EVERYONE loses if Atlantic City Can't Compete

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ATLANTIC CITY WINS

When we work together!

More than 40,000 hard-working employees rely on our casinos for their jobs. New Jersey counts on hundreds of millions in casino tax revenue for programs like prescription drugs for seniors. Our community organizations receive \$10 million in local charitable support from our casinos each year.

Our focus must be – protecting Atlantic City jobs, providing memorable experiences for our guests and continuing our commitment to our community.

Let's work together, so everyone can win

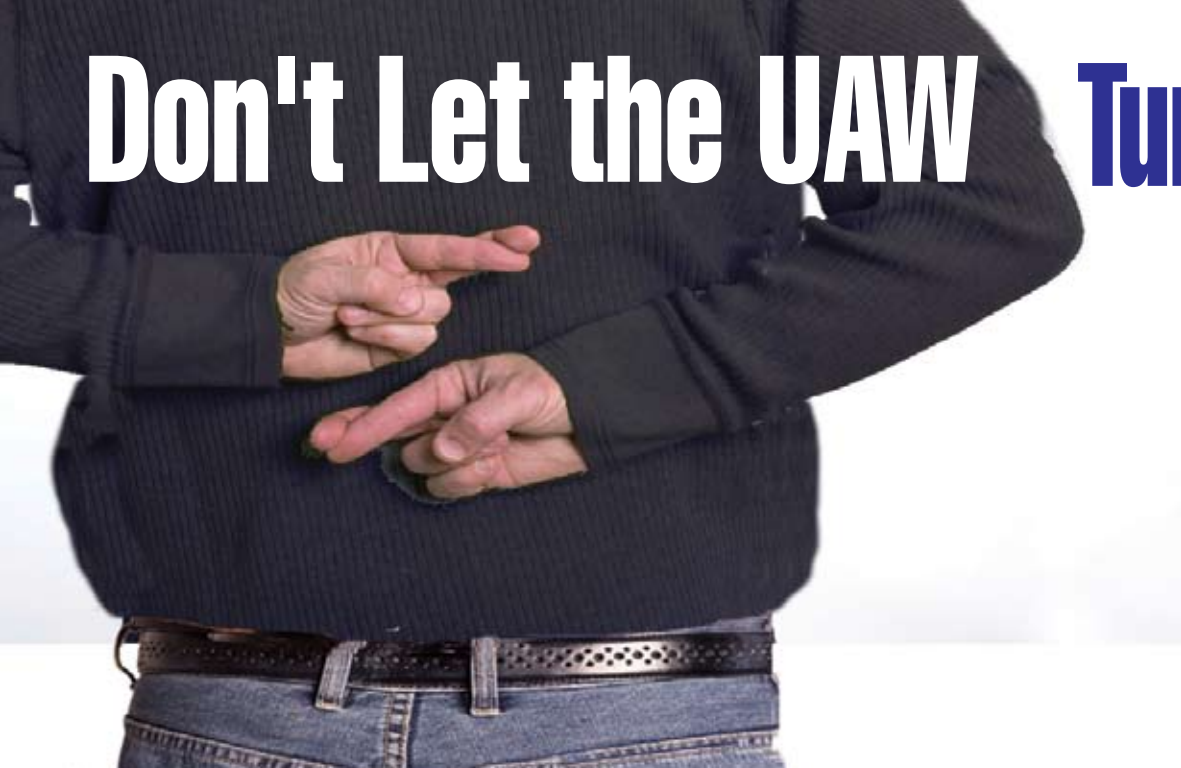
**Brought to you by the
hardworking employees of**

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ATLANTIC CITY

CAESARS
ATLANTIC CITY

Harrah's
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ATLANTIC CITY

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Don't Let the UAW

Turn Atlantic City Into the Next Detroit.

**Atlantic City Only Wins
When We All Work Together**

BALLY'S
ATLANTIC CITY

CAESARS
ATLANTIC CITY

THE UNITED AUTO WORKERS ARE CALLING OUR CUSTOMERS AND TELLING THEM TO **STAY AWAY FROM OUR CASINOS**

They are lying to our customers and lying to you...
with negative ads, pickets and threats of a strike

**If we lose customers,
we may lose jobs**

(...and not just dealers' jobs)

Why would a group that is
"for the workers"
do things that
hurt the workers?

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Get the Facts! www.acstraighttalk.com

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What is the UAW DOING?

SAME OLD TRICKS...DIFFERENT CITY

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