

***Case No COMP/M.4610 -  
TPG V / APOLLO /  
HARRAH's***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERGER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 04/04/2007

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 04/04/2007

SG-Greffe(2007) D/202217

PUBLIC VERSION

MERGER PROCEDURE  
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying parties

Dear Madam(s) and/or Sir(s),

**Subject: Case No. COMP/M.4610 – TPG V / Apollo / Harrah's  
Notification of 28.02.07 pursuant to Article 4 of Council Regulation (EC) No.  
139/2004<sup>1</sup>  
Publication in the Official Journal of the European Union No. C55, 10.03.07,  
p.31.**

1. On 28 February 2007, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertakings TPG Advisors V Inc. ("TPG V", USA) and Apollo Management L.P. ("Apollo", USA) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the undertaking Harrah's Entertainment Inc. ("Harrah's", USA) by way of purchase of shares in a company constituting a joint venture.
2. The business activities of the undertakings concerned are :
  - for undertaking TPG V : private equity fund;
  - for undertaking Apollo : private equity fund;
  - for undertaking Harrah's : owner and operator of casino entertainment facilities.

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<sup>1</sup> OJ L 24, 29.1.2004 p. 1

3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5, subparagraph b of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004<sup>2</sup>.
4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No. 139/2004.

For the Commission  
signed  
Kirtikumar MEHTA  
Director  
for Philip LOWE  
Director General

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<sup>2</sup> OJ C 56, 05.3.2005 p.32