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For more information on Michigan's gaming industry, please visit www.michigangaming.com

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The _____ MICHIGAN GAMING _____ Newsletter



MICHIGAN NATIVE AMERICAN CASINOS ANNOUNCE OPERATING COST REDUCTION EFFORTS

Last Wednesday, October 22, the Saginaw Chippewa Tribe (Chippewa Tribe) announced voluntary buy-outs to all full-time associates and management employees of the Soaring Eagle Casino & Resort (Soaring Eagle), located in Mt. Pleasant, Michigan. Employees interested in the buy-out have until noon today, Friday, October 31 to decide whether to take the offer.

The voluntary buy-outs are designed to reduce the casino workforce as a result of lower than expected business volume. According to *Central Michigan Life*, the offers consist of the monetary value of two weeks pay and health insurance benefits for each year worked at Soaring Eagle.

“We realize the same economic conditions which are affecting the national economy and the gaming industry are also taking their toll on Soaring Eagle,” stated Tribal Chief Fred Cantu Jr. “Unfortunately, our business is not immune from these trends and our Tribal government must reduce our costs to match the present business volume.”

Similarly, and earlier this month, the Little Traverse Bay Bands of Odawa Indians, which owns the Odawa Casino and Resort in Petoskey, Michigan also took steps to cut costs. The cuts include enacting a hiring freeze, eliminating part-time staff, offering employees an option 32-hour week, and limiting non-essential supplies.

MOTORCITY CASINO DEBUTS 'SOUND BOARD' MUSIC THEATER

Last week marked the opening of MotorCity Casino Hotel's new Sound Board live-music theater venue, with performances by Anita Baker and Fleetwood Mac's Stevie Nicks.

The Sound Board theater, which was the result of a three-year construction project, is able to seat between 1,500 and 2,300 people. According to Bill Borestein, vice president of entertainment and theater operations for MotorCity, the completion of the Sound Board Theater "really makes us whole."

The new venue will add to MotorCity's existing Amnesia and Radio Bar lounges, which feature local musicians and DJ's.

DETROIT CITY COUNCIL COMMITTEE APPROVES \$228 MILLION COBO CENTER EXPANSION PROPOSAL

Yesterday, October 30, 2008, a Detroit City Council committee approved a \$288 million plan to expand Cobo Center. According to the *Detroit Free Press*, the plan will be sent to the full Council for consideration next week.

If fully approved, the plan will add an additional 166,000 square feet, 24,000 of which will be devoted to expanding Wayne Hall as well as clearing the 12,000 seat arena to create additional convention and exhibition space.

Previous unsuccessful plans sought to expand only Wayne Hall as well as create walkways to the Renaissance Center and Sheraton Detroit Riverside.

Funding for the center would require the Michigan Legislature to pass bills which would ultimately create an extended hotel and liquor sales tax in Wayne, Oakland and Macomb counties through 2022.

Cobo Center is home to the North American International Auto Show which currently brings the city of Detroit an estimated \$470 million annually. Given the growth of the Auto Show over the years, the show's organizers have made it clear that expanded facilities are needed.

If the proposed plan passes, officials estimate the project could be completed by 2010.

8TH ANNUAL AGA COMMUNICATIONS AWARDS FINALISTS ANNOUNCED: CAESARS WINDSOR

Today, October 31 the finalists were announced for the 8th Annual American Gaming Association (AGA) Communications Awards competition. The AGA represents the commercial casino entertainment industry by addressing federal legislative and regulatory issues affecting its members and their employees and customers, such as federal taxation, regulatory issues, and travel and tourism matters.

Among over 270 entries, 47 finalists were chosen, including Caesars Windsor Hotel & Casino and several MGM Mirage Properties.

The winners will be announced at a luncheon and awards presentation on Wednesday, November 19 in conjunction with the 2008 Global Gaming Expo in Las Vegas, Nevada. The finalists are listed below.

Best 2007 Annual Report:

MGM MIRAGE (Assisting agency: SK+G)

Mohegan Tribal Gaming Authority (Assisting agency: Outthink)

Pinnacle Entertainment, Inc. (Assisting agency: SK+G)

Best Broadcast Advertisement – Radio:

Caesars Windsor Hotel & Casino – Larry (Assisting agency: Leo Burnett)

Caesars Windsor Hotel & Casino – Lenny (Assisting agency: Leo Burnett)

Caesars Windsor Hotel & Casino – Norm (Assisting agency: Leo Burnett)

Mohegan Sun – Sweet Home Mohegan (Assisting agency: Kirshenbaum Bond + Partners)

Treasure Island Resort & Casino – Never Settle (Assisting agency: Periscope)

Best Broadcast Advertisement – Television:

Mohegan Sun – At the Sun (Assisting agency: Kirshenbaum Bond + Partners)

Mohegan Sun – My Mohegan (Assisting agency: Kirshenbaum Bond + Partners)

River Rock Casino – River Rock Dream Car Giveaway #2 (Assisting agency: The Glenn Group)

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Best Corporate Social Responsibility Publication:

Harrah's Entertainment, Inc. – CodeGreen Toolkit (Assisting agency: Danyon Advertising)
Harrah's Entertainment, Inc. – Southern Nevada Community Report (Assisting agency: Via Design)
Potawatomi Bingo Casino – A New Day Dawns - Community Investment Report (Assisting agency: Milwaukee Design)

Best Customer Publication:

Bally Technologies, Inc. – The Networked Floor of the Future (Assisting agency: T-Graphics)
Harrah's Entertainment – Total Rewards Magazine (Assisting agency: Time Inc. Content Solutions)
Harrah's Entertainment – Your Guide to Total Rewards (Assisting agency: Time Inc. Content Solutions)

Best Direct Mail – Single Piece:

Beau Rivage Resort and Casino – Beau Rivage Hotel Sales Kit (Assisting agency: Masterminds)
Harrah's Entertainment, Inc. – Seven Stars Renewal (Assisting agency: The Media & Marketing Group)
Mandalay Bay Resort & Casino – Mandalay Bay New Year's Eve VIP Invitation (Assisting agency: The Glenn Group)

Best Direct Mail Campaign:

Barona Valley Ranch Resort & Casino – Club Barona Tier Aspiration/Migration Program
Harrah's Entertainment, Inc. – Atlantic City New Business Mailers (Assisting agency: The Media & Marketing Group)
Mohegan Sun – Series of Player Development Mail (Assisting agency: Outthink)

Best Employee Publication:

Ameristar Casinos, Inc. – Winning Magazine (Assisting agency: Eurie Creative)
Barona Valley Ranch Resort & Casino – Barona Moments Internal Campaign (Assisting agency: NYCA)
Beau Rivage Resort and Casino – The Shoreline (Assisting agency: JWT Employment Communications)

Best Multi-format Ad Campaign:

Barona Valley Ranch Resort & Casino – Barona Moments External Campaign (Assisting agency: NYCA)
Beau Rivage Resort and Casino – Arrive/Depart (Assisting agency: Masterminds)
Belterra Casino Resort and Spa – Belterra: "Easy to Love. Hard to Leave." (Assisting agency: SK+G)

Best Outdoor Advertisement – Single Piece:

Harrah's Entertainment – Slots on Time Square (Assisting agency: BBDO West)
River Rock Casino – River Rock Dream Car Giveaway (Assisting agency: The Glenn Group)
Seminole Hard Rock Hotel & Casino (Hollywood, FL) – Jack of Rock (Assisting agency: Outthink)

Best Outdoor Advertising Campaign:

Harrah's Entertainment, Inc. – Total Rewards Program Enhancement (Assisting agency: Leo Burnett)
Ontario Lottery and Gaming Corp. – Pick 3 + Pick 4: Are you carrying today's winning ticket? (Assisting agency:

Bensimon Byrne)

Southland Park Gaming & Racing – Be Lucky That Way (Assisting agency: cs2 advertising)

Best Public Affairs Campaign:

Harrah's Entertainment, Inc. – CodeGreen Awareness (Assisting agency: Danyon Advertising)
Harrah's Foundation/WGBH Boston – Caring for Your Parents Campaign (Assisting agency: Via Design)
Ontario Lottery and Gaming Corp. – OLG Corporate Campaign "Celebrations" (Assisting agency: Draft FCB)

Best Print Advertisement – Single Piece:

Ameristar Casinos, Inc. – Ara Spa Poster (Assisting agency: Cannonball)
Harrah's Entertainment, Inc. – Lunar New Year Greeting-Year of the Rat (Assisting agency: L3 Advertising, Inc.)
Harrah's Foundation/Opportunity Village – "I Can"-Opportunity Village (Assisting agency: Via Design)

Best Print Advertising Campaign:

Aristocrat Technologies, Inc. – Tattoo Campaign (Assisting agency: Marz & Company)
River Rock Casino – River Rock Dream Car Giveaway (Assisting agency: The Glenn Group)
River Rock Casino – Welcome to Win Country (Assisting agency: The Glenn Group)

Best Web Site:

Barona Valley Ranch Resort & Casino – www.barona.com/2008open-invite
Buffalo Thunder Resort and Casino – www.buffalothunderresort.com (Assisting agency: The Glenn Group)
River Rock Casino – www.riverrockcasino.com (Assisting agency: The Glenn Group)