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The MICHIGAN GAMING Newsletter

HARTFORD TOWNSHIP APPROVES NEW FOUR WINDS NORTH CASINO

On Wednesday, September 8, 2010, the Hartford Township Board of Trustees voted unanimously on three resolutions that provided the Board's official support of the Pokagon Band of Potawatomi Indians' ("Band") intent to construct a nearby gaming facility. The casino would be located near I-94, just west of the city of Hartford in Van Buren County.

The proposed facility would be named the Four Winds North and has a tentative opening in late-2011 or early 2012. The Band expects the casino to have 500 slot machines, nine table games, and a 100-seat casual restaurant. Once the facility is operational, the Band would have the option of adding up to 500 more slot machines, for a total of 1,000 at the site. The architectural design and feel of the Four Winds North would be similar to the Band's Four Winds Casino Resort in New Buffalo.

Ron Sefcik, Hartford Township Supervisor, told the *Michigan Gaming Newsletter*, "We look forward to working with a proven organization to develop 250 to 300 jobs in the community." He stated that the consent resolutions will allow the Band to move forward with confidence in determining the details of the proposed facility.

In August of 2008, the Band negotiated amendments to its Class III Gaming Compact that allow for a satellite facility to be built on eligible Indian lands in Van Buren and Cass County. Both facilities are required to include no more than 1,000 electronic games of chance. The Band's existing Four Winds Casino Resort maintains 3,000 slot machines and 100 table games. The Band has made no announcements regarding its plans for a casino in Cass County.

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MotorCity Casino Hotel Marketing Agency Announces New Ad Campaign

On Wednesday, September 8, 2010, Campbell-Ewald announced that it will be launching a new ad campaign for MotorCity Casino Hotel titled, "A Million Miles Away, Right Down the Street." Campbell-Ewald was awarded the MotorCity Casino Hotel advertising contract in July of this year.

The new ad campaign will utilize TV, print, radio and outdoor advertising and according to the Campbell-Ewald press release, connect with communities to invite them to escape from the everyday. The campaign will also have online banner ads, a presence on Facebook and on the MotorCity Casino Hotel's website.

"Our focus with the campaign was to reach out to the Metro Detroit area and connect with potential customers on an emotional level by featuring our casino property as a place to escape and enjoy a relaxing and fun atmosphere," Jenny Holaday, senior vice president of marketing for MotorCity Casino Hotel told the *Michigan Gaming Newsletter*. "The casino features a state of the art music venue as well as an award winning restaurant and casino-hotel. Based upon our analysis, we believe we have found an approach that seems to resonate with Metro Detroiters."

"The entire campaign was created, filmed, edited and produced in metro Detroit and was the first work C-E has created for MotorCity Casino Hotel since being awarded the account in July 2010," stated Ms. Holaday.

For more information regarding MotorCity Casino Hotel, please visit: http://www.motorcitycasino.com/Home.

MGCB Regular Public Meeting Agenda

On Wednesday, September 8, 2010, the Michigan Gaming Control Board ("MGCB") released its Regular Public Meeting Agenda for next Tuesday, September 14, 2010.

The agenda includes the following items:

- Consider the Licensing Division Staff's Recommendations Regarding Level 1 and Level 2 Occupational License Applications

- Consider the Licensing Division Staff's Recommendation Regarding the Transfer of Interest In

  1. Atronic Americas, LLC and Spielo Manufacturing, ULC, Board File No. SL000284- 10-001

- Consider the Executive Director's Reports and Licensing Division's Staff Recommendations Regarding the Pending Supplier License Applications of

  1. Schadler Kramer Group, LLC d/b/a SK&G Advertising, Board File No. SL006018-10-001
  2. Star Trax Corporate Events, LLC d/b/a Pulse 220, Board File No. SL005463-10-002

- Consider the Executive Director's Reports and Licensing Division's Staff Recommendations Regarding the Pending Supplier License Renewal Requests of:

1. 1st Choice Distributors, LLC, Board File No. SL005841-10-001
2. American Gaming and Electronics, Inc., Board File No. SL001568-10-001
3. Detroit Spectrum Painters, Inc., Board File No. SL004331-10-001
4. Diversified Computer Services, Inc., Board File No. SL000090-10-001
5. LaBelle Electric Services, Inc., Board File No. SL000145-10-001
6. Lakes Game Development, LLC, Board File No. SL003218-10-001
7. Premier Services Group, LLC, Board File No. SL000833-10-002
8. Shuffle Master, Inc., Board File No. SL000313-10-001
9. Socios Holdings, Inc. d/b/a Mark's Quality Meats, Inc. & Culinary Specialties, Inc., Board File No. SL005803-10-001

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10. The Mina Group, LLC, Board File No. SL004263-10-001
11. Wing Construction, Inc., Board File No. SL000798-10-001

- Consider the Executive Director Report and Licensing Division Staff's Recommendation Regarding the Pending Casino License Renewal of MGM Grand Detroit, LLC, Board File No. MGM-10-006

- Consider the Executive Director Report and Licensing Division Staff's Recommendation Regarding the Eligibility and Suitability of Required Key Persons of Dubai World, a Qualified Entity of Casino Licensee, MGM Grand Detroit, LLC
  1. Jamal Majed Bin Thenyieh, Board File No. MGM-10-007

- Consider the Executive Director Report and Licensing Division Staff's Recommendation Regarding the Eligibility and Suitability of New Key Person of Casino Licensee, Greektown Casino, LLC
  1. Freman Hendrix, Board File No. GTC-10-004

- Consider the Executive Director Report and Licensing Division Staff's Recommendation Regarding the Withdrawal of Supplier License Application of
  1. Security By Design, Inc., Board File No. SL004402-10-001

- Consider the Board's Proposed Public Meeting Schedule for Fiscal Year 2011

The MGCB meeting will take place at the Detroit Office Hearing Room, located at Cadillac Place, 3062 W. Grand Blvd., Suite L-700, Detroit, Michigan at 9:30 A.M. on September 14th.

G2E Early Bird Discounts Expire October 28

Early Bird Discounts for the 2010 Global Gaming Expo (G2E), to be held at the Las Vegas Convention Center in Las Vegas, Nevada, from November 15 through 18, expire on October 28.

Early Bird Discounts include group discounts, Native American Casino Registration packages and special hotel and travel deals which registrants may take advantage of at the G2E website.

Patrons will have the opportunity to apply for Express Badges for G2E 2010. Expo organizers say the new badges will expedite registration and check-in time, thus creating more ease and convenience.

Over 30,000 gaming professionals from around the world are scheduled to attend this year's G2E from all gaming industry trades and sectors.

To register, or if you have any questions about G2E, please visit www.globalgamingexpo.com.

Daily AGA SmartBriefs

The American Gaming Association (AGA), which produces the Global Gaming Expo, has recently introduced *AGA SmartBriefs*, a free daily e-newsletter which keeps the gaming industry up to date on the latest gaming news.

Sign up and stay ahead of the curve with updates on products, technologies, amenities, industry happenings and more. You can register to receive the free *AGA SmartBriefs* by visiting www.smartbrief.com/aga/.