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The MICHIGAN GAMING

Newsletter



GREEKTOWN CASINO-HOTEL COMPLETES PHASE I OF REMODELING PROJECT

On September 12, 2011, Greektown Casino announced the completion of an extensive remodeling project that redesigned the gaming floor of the casino. In addition, the Apollo Bar has been renamed The Fringe and features a redesigned VIP area and club booth. The official grand opening of the newly designed areas is scheduled for next Friday, September 23, 2011.

The completion marks the end of the first phase of remodeling and building projects designed to make the casino floor and non-gaming amenities more accessible for patrons. As part of the remodeling process, interior walls were removed to improve sightlines across the gaming floor and to create a more open atmosphere. Three separate table gaming areas have been consolidated into a "superpit" area on the new gaming floor and slot machines have been moved to provide a more cohesive gaming environment.

In addition to the changes to the gaming floor, the Apollo Bar has been renamed The Fringe and will feature modern lighting and a redesigned bar. The second phase of the remodeling project will feature additional changes to the bar and entertainment areas of the casino, as well as a redesign of the casino's restrooms, which is scheduled to be completed by December 15, 2011.

As part of the facility redesign, Greektown Casino is seeking to break ground early next year on a valet parking garage to be located between the existing casino and parking structure. The new garage is expected to provide space for up to 850 vehicles.

Greektown Casino originally opened on November 10, 2000 and added a 400 room hotel in June of 2009. The casino exited bankruptcy in June of

2010 and has sought to improve the gaming experience for its patrons by redesigning the casino's image and increasing focus on the player.

MICHIGAN GAMING CONTROL BOARD RELEASES DETROIT CASINO REVENUES FOR AUGUST 2011

The Michigan Gaming Control Board ("MGCB" or "Board") has released the August, 2011 total adjusted revenue figures for the three Detroit casinos – MGM Grand Detroit Casino MotorCity Casino and Greektown Casino. Overall, aggregate revenue for the Detroit Market for the three months ending August 2011 was up by 2.0% from the same reporting period last year. Specifically, revenue for MGM Grand Detroit Casino and MotorCity Casino was up by 3.2% to \$49.6 million and 8.5% to \$38.0 million, respectively in comparison to the same three-month period last year, while revenue for Greektown Casino was down 8.1% to \$27.5 million.

Month in 2011	Total Adjusted Revenue 2011		
	MGM Grand Detroit	MotorCity Casino	Greektown Casino
	Total Adjusted Revenue	Total Adjusted Revenue	Total Adjusted Revenue
January	\$48,709,927.15	\$38,680,985.61	\$27,673,308.06
February	\$46,916,833.57	\$38,591,311.83	\$28,992,514.21
March	\$54,466,307.80	\$45,244,701.71	\$33,101,456.98
April	\$52,162,289.78	\$41,512,570.85	\$31,657,354.70
May	\$51,196,720.20	\$38,800,817.32	\$30,042,825.97
June	\$47,531,731.66	\$36,826,112.83	\$28,949,876.41
July	\$50,966,222.78	\$40,090,240.13	\$29,050,954.03
August	\$49,579,309.45	\$38,037,787.80	\$27,470,288.34
Total	\$401,529,309.39	\$317,784,528.08	\$236,938,578.70

Month in 2011	Total Adjusted Revenue 2011		
	All Detroit Casinos		
	Total Adjusted Gross Receipts	Total State Wagering Tax	Total Detroit Wagering Tax
January	\$115,064,220.82	\$9,320,201.89	\$12,542,000.07
February	\$114,500,659.61	\$9,274,553.43	\$12,480,571.90
March	\$132,812,466.49	\$10,757,809.79	\$14,476,558.85
April	\$125,332,215.33	\$10,151,909.44	\$13,661,211.47
May	\$120,040,363.49	\$9,723,269.44	\$13,084,399.62
June	\$113,307,720.90	\$9,177,925.39	\$12,350,541.58
July	\$120,107,416.94	\$9,728,700.77	\$13,091,708.45
August	\$115,087,385.59	\$9,322,078.23	\$12,544,525.03
Total	\$956,252,449.17	\$77,456,448.38	\$104,231,516.96

All three casinos are subject to a wagering tax of 19%, with 10.9% of this levy to go to the City of Detroit, and 8.1% to be paid to the State of Michigan.

The figures above do not include: 1) wages and benefits paid to casino employees; and 2) payments to suppliers, service providers or vendors.

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GAMING INDUSTRY “G2E” TRADE SHOW KICKS OFF OCTOBER 3 LAS VEGAS, NEVADA

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The 2011 Global Gaming Expo (G2E) will be held October 4-6, at the Sands Expo and Convention Center in Las Vegas, Nevada with G2E’s specialized professional education events scheduled for October 3. This year marks the 11th anniversary of the Global Gaming Expo and marks a newly adjusted schedule that moves the annual trade show and conference ahead by more than one month. The conference is the largest gaming industry trade show, bringing together industry professionals from around the world. G2E provides an in-depth look at new products, technologies, insights and innovations within the gaming industry.

According to the G2E, helping attendees seize their competitive edge and drive customers to their properties through innovation, new media and operational excellence is the goal of the conference. The event will provide attendees from more than 19 countries and 40 U.S. states with valuable insights on the latest trends that will be shaping gaming today and tomorrow.

In addition, keynote sessions will be held throughout the week. On Wednesday, October 6, the keynote session, “State of the Industry: Innovating for a Stronger Future,” will feature industry experts who will discuss the trends driving the industry forward and how to harness innovation and technology to meet the challenges that lie ahead. In conjunction with a new initiative by the AGA to increase the participation of women in the industry, the panel also will discuss the role of women in gaming. Panelists include some of the most successful women in the industry: Jan L. Jones, senior vice president of communications and government relations, Caesars Entertainment Corporation; Virginia McDowell, president and CEO, Isle of Capri Casinos, Inc.; Patti Hart, president and CEO, International Game Technology; and Sheila Morago, executive director, Oklahoma Indian Gaming Association. Judy Patterson, senior vice president and executive director of the AGA, will moderate the discussion.

Additionally, James J. Murren, chairman and CEO of MGM Resorts International, will deliver an exclusive conference keynote at G2E 2011. He plans to address where the industry is today, what growth opportunities exist and what those opportunities mean for the gaming industry as a whole. Additionally, Murren will discuss the significance of MGM Resorts International’s expanded focus on corporate social responsibility. Murren’s conference keynote address will be held on Wed, Oct. 5, from 3:15 – 4:15 p.m. in the Titian Ballroom and will be open to G2E 2011 conference delegates only.

The G2E 2011 keynote events will conclude on Thursday with “Tribal Gaming Roundtable: The Indian Casino of the Future.” The final keynote session will bring together experts to examine what lies in store for the many different aspects of Indian gaming, with a focus on operations, design and construction, financing, marketing, the gaming floor, non-gaming amenities and the potential role for tribal gaming in the online world. Rochanne Hackett, managing director of national gaming development for Wells Fargo Bank N.A., will moderate, and panelists will include Mark BIRTHA, president and chief development officer, Sol Casinos and AVA Amphitheatre; Gideon Bierer, executive vice president of new media, International Gaming Technology; and Chief Boyd, partner, Thalden Boyd Emery Architects.

In addition to the Keynote events, G2E 2011 conference will feature 14 cutting-edge tracks and more than 100 sessions led by industry leaders and seasoned experts from around the world. Additionally, G2E 2011 is offering conference attendees further opportunities to increase their professional knowledge with five specialized events being held Monday, Oct. 3.

- G2E 2011 will mark the debut of Social Media Boot Camp at G2E. During this day-long seminar,

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attendees will learn about social networking tools by studying best practices and examples from casino social media efforts across the country. Led by Masterminds, a nationally recognized agency at the forefront of social media marketing for the casino industry, the seminar will include information on how casino marketing departments fully integrate social media strategies into their traditional casino marketing efforts and how to measure and quantify results.

- G2E will once again address one of the hottest topics in the gaming industry during the iGaming Congress, which will examine the potential impact of Internet gambling legalization in the U.S. and advise the gaming market on how to react to the changing face of the industry. As the largest conference in North America for Internet-based gaming, the iGaming Congress at G2E appeals to existing offshore Internet gambling operators, as well as commercial casinos, manufacturers and more.
- Created in partnership with leading universities and gaming organizations, the G2E Advanced Gaming Institute program offers attendees the opportunity to learn important fundamentals from respected professors at these higher education institutions. This program is specifically designed for those who have entered the gaming industry without a formal education in casino operations.
- The G2E Leadership Academy will return this year to feature a six-hour workshop titled “Leading Change.” Led by Karl Krumm, Ph.D., senior consultant at TRACOM Group, this program will focus on the role of leaders in developing a culture of change, and understanding what is needed to manage the constant demand for making adjustments.

Security & Surveillance Institute at G2E will provide a full day of learning for casino security and surveillance professionals and is specifically designed to address the growing demand for access to the latest information on major incidents within a casino property and leading-edge information on surveillance techniques.

To learn more about G2E 2011, please visit www.globalgamingexpo.com.