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The MICHIGAN GAMING Newsletter



MGCB RELEASES APRIL PUBLIC MEETING AGENDA

Tomorrow, April 10, 2012, the Michigan Gaming Control Board (MGCB) will hold its Regular Public Meeting. The agenda includes the following items:

- A. Consider the Licensing Division Staff's Recommendations Regarding Level 1 and Level 2 Occupational License Applications
- B. Consider the Executive Director's Report and Licensing Division's Staff Recommendation Regarding the Pending Transfer of Interest of
 1. Spielo International USA, LLC and Spielo International Canada from Investendo S.R.L. to B & D Holding DiMarco Drago EC. S.A.P.A.
- C. Consider the Executive Director's Report and Licensing Division's Staff Recommendation Regarding the Pending Supplier License Application of
 1. Central Credit, LLC, Board File No. SL001036-12-001
- D. Consider the Executive Director's Reports and Licensing Division's Staff Recommendations Regarding the Pending Supplier License Renewal Requests of
 1. Aristocrat Technologies, Inc., Board File No. SL000038-12-002
 2. Eagle Star, Inc., d/b/a Eagle Star Equipment, Board File No. SL000593-12-001
 3. Gold Star Equipment, Inc. d/b/a Gold Star Products, Board File No. SL000146-12-001
 4. House Advantage, LLC, Board File No. SL006175-12-001
 5. International Marketplace, Inc. d/b/a Fishbones Rhythm Kitchen Café and International Banquet & Conference Center

6. KBD, Inc., Board File No. SL004566-12-001
7. The Fontanesi and Kann Company, Board File No. SL004613-12-001
8. Tom Maceri & Son, Inc., Board File No. SL000234-12-001
9. Western Money Systems, Inc., Board File No. SL000327-11-001
10. WPDET Associates, LLC, Board File No. SL005110-12-001
11. VSR Industries, Inc., Board File No. SL000270-12-001

D. Consider the Executive Director's Report and Licensing Division Staff's Recommendation Regarding the Suitability of Required Key Person of Supplier Licensee House JCM American Corporation d/b/a JCM Global

1. Hideji Naruo

E. Consider the Executive Director's Report and Licensing Division Staff's Recommendation Regarding the Suitability of Required Key Persons of Supplier TCS John Huxley America, Inc.

1. Bradley John Broderick

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 April 10th.

MOTORCITY CASINO HOTEL LAUNCHES REVAMPED REWARDS PROGRAM, OPENS SMOKE-FREE GAMING AREA, AND RECEIVES THIRD CONSECUTIVE AAA FOUR DIAMOND RATING

On April 2, 2012, MotorCity Casino Hotel, unveiled its new rewards program, which allows customers to redeem rewards toward a lease or purchase of a new Chrysler, Ford, or GM vehicle among other valuable on-premise amenities. MotorCity's Club Metro loyalty card program has been redesigned to offer customers new player benefits. According to the announcement, over 1,000 Club Metro members

already have enough Miles points for a 12-month lease.

The Club Metro loyalty program works by taking a customers' rated gaming activity and accumulating it in MotorCity Miles. According to the announcement, MotorCity Miles accumulate at twice the speed of their previous rate and are also now redeemable for slot play, exclusive events, Sound Board suites, luxury hotel rooms, spa services and gift shop merchandise or they can be saved and redeemed for credit against the lease or purchase of a new car.

"We know what Metro Detroiters value for their hard-earned entertainment dollars, and we also understand how important the continued auto industry recovery is to all of our livelihoods. Not only is our new program groundbreaking, it's the perfect investment for us to make in our customers, our communities and to support the auto industry," said Gregg Solomon, CEO for MotorCity Casino Hotel.

One of the unique features of the program is that every time a guest plays slots or table games with their Club Metro card, they earn Miles that can be redeemed for one of 90 GM, Ford or Chrysler vehicles. The flexibility of the program allows customers to save Miles they can redeem for a voucher to be applied against the first month of their lease payments, twelve months of lease payments or even the full 24 lease months.

Once the customer has decided to redeem their Miles toward a new car, they simply visit motorcitymiles.com/drive where they can browse the casino hotel's digital car catalog, view the most current lease pricing and schedule a redemption appointment.

A complete set of new program benefits and details is available at www.Motorcitymiles.com.

Non-Smoking Gaming

Today, April 9, 2012, MotorCity Casino opened a new smoke-free slots area. The room is located at the main casino entrance and allows patrons to access without having to cross the casino floor.

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The new room features 71 slot machine games including video poker with denominations ranging from one cent to five dollars.

“This is another demonstration of our commitment to solicit feedback from our guests and to respond accordingly,” said Phil Trofibio, vice president of slot operations. “We have always prided ourselves on taking their input and using it to reinvest in their gaming experience by developing and implementing technology, programs and amenities that cater to their preferences.”

AAA Four Diamond Rating

Today, April 9, 2012, MotorCity Casino Hotel announced that its hotel has received its third AAA Four Diamond Award.

The AAA Four Diamond Award is one of the oldest and most respected ratings in the hospitality industry and requires properties to meet rigorous service and hospitality metrics to be considered.

“Our team works tirelessly to provide anticipatory service to our guests,” said Randy Villareal, vice president of hotel operations. “We strive to meet and exceed their expectations with our internally-developed elevated service requirements. This award confirms that we are successfully delivering on our exceptional service standards.”

Notably, MotorCity Casino Hotel also announced that their Iridescence restaurant was awarded the AAA Four Diamond rating for the 11th consecutive year. Iridescence offers an open-kitchen format while sitting on the 16th floor of the casino and features 40 foot tall glass walls that give an aerial view of Detroit.

For more information on MotorCity Casino Hotel, please visit the property’s website at: www.motorcitycasino.com.

NEW FOUR WINDS HOTEL TOWER TO OPEN END OF JUNE

On April 2, 2012, Four Winds New Buffalo announced that it will open its nine-story, 250-room hotel tower on Friday, June 29, 2012. The new hotel tower includes a mix of standard rooms and suites furnished similar to its existing

hotel rooms.

“The addition of 250 rooms brings our total to 415, which makes it much easier for our guests to enjoy the Four Winds experience.” said Matt Harkness, General Manager of Four Winds Casinos. “We are also very excited about our Silver Creek Event Center, and the Hard Rock Cafe Four Winds, which will open later this summer.

The Silver Creek Event Center is a 1,500 seat, multi-use facility that will be located next to the casino floor. The Hard Rock Café Four Winds will be located adjacent to the gaming floor and will include seating for over 275 people and a performance stage. Both are schedule to open this summer.

For more information, please visit: www.fourwindscasino.com

GUN LAKE CELEBRATES EARTH DAY

Gun Lake Casino, located in Wayland, Michigan, is currently celebrating the upcoming April 22 Earth Day throughout the entire month of April with eco-friendly giveaways, roadside cleanup, and recycling opportunities.

On April 21, Gun Lake Casino personnel will volunteer their time for roadside cleanup on 129th Avenue and U.S. 131 at exit 61, near Gun Lake Casino.

Additionally, Gun Lake Casino will offer free e-waste recycling for electronics. The e-waste program will be held at Gun Lake Casino on April 3-5, 2012 from 9:00 a.m. to 5:00 p.m.

“We’re very excited for the month of April,” commented Carter Pavey, director of marketing for Gun Lake Casino. “We have a lot of great opportunities to support and celebrate Earth Day.”

Gun Lake Casino will also feature giveaways centered around items that promote earth friendliness.

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For more information, please visit www.gunlakecasino.com.

AGA'S GLOBAL GAMING WOMEN INITIATIVE ANNOUNCES SPRING EVENTS

As part of its Global Gaming Women (GGW) initiative, the American Gaming Association (AGA) announced on Monday, April 2, 2012, that it has scheduled three events this spring designed to educate and create mentoring and networking opportunities for female gaming professionals.

The events will host of knowledgeable speakers and will coincide with major industry-wide education events, including Indian Gaming 2012 (NIGA), the International Masters of Gaming Law (IMGL) Spring Conference, and the Southern Gaming Summit.

GGW, launched at Global Gaming Expo (G2E) 2011, was created to nurture and enrich the professional and personal lives of emerging female leaders. Its mission is to support the development and success of women from all segments of the international gaming industry through education, mentorship and networking opportunities. Patti Hart, CEO of International Game Technology (IGT), and Virginia McDowell, president and CEO of Isle of Capri Casinos Inc., serve as co-chairs of the program. The spring GGW events are designed to create an opportunity for women in the industry to learn from each other and share ideas.

"GGW is a wonderful opportunity for women to come together and share their experiences in the gaming industry," McDowell said. "I'm thrilled we are able to host these important events and bring women together from across the nation."

On April 4, 2012, at NIGA, GGW's Symposium on the Role of Women in Tribal Government Gaming will be hosted by the Sycuan Institute on Tribal Gaming at San Diego State University and sponsored by the National Indian Gaming Association and California Nations Indian Gaming Association. It will explore the cultural, organizational, business and lifestyle underpinnings of support for women in tribal gaming. The event will be held at the San Diego

Convention Center in California.

At the symposium, Katherine Spilde, Ph.D., associate professor and endowed chair at Sycuan Institute on Tribal Gaming at San Diego State University, will lead a panel discussion with Janet Beronio, general manager at Harrah's Rincon Casino; Holly O'Brien, vice president of marketing at Warner Gaming; Wendy Reeve, director of casino operations at Sycuan Casino; Tracie Stevens, chair of the National Indian Gaming Commission; and Judy Wright, vice president of human resources at Valley View Casino. This event is free and open to the public.

Additionally, on April 17, 2012, GGW will host a luncheon during the IMGL Spring Conference at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch in Scottsdale, Arizona. Sue Schneider, editor-at-large of Gaming Law Review and Economics, will moderate a discussion featuring Gowree Gokhale, partner at Nishith Desai Associates; Constance R. Jones, director of responsible gaming at IGT; and Diane Mullenex of Ichay & Mullenex Avocats.

This luncheon is included in the IMGL Spring Conference registration fee, but an RSVP to IMGLDirector@aol.com is required. Individuals interested in attending the luncheon can purchase tickets for \$65 online at www.GamingLawMasters.com.

The Global Gaming Women Luncheon at Southern Gaming Summit is scheduled for May 8 at the Grand Biloxi Steakhouse at the Grand Biloxi Casino, Hotel & Spa in Biloxi, Miss. This event, co-hosted by the AGA and the Mississippi Casino Operators Association (MSCOA), will include networking, speed mentoring and a roundtable discussion featuring women executives from all sectors of the gaming industry. Roundtable participants include Phyliss J. Anderson, tribal chief of the Mississippi Band of Choctaw Indians; Jan L. Jones, senior vice president of communications and government relations at Caesars Entertainment; LuAnn Pappas, regional vice president of marketing for Caesars Entertainment Corporation; Lois Rice, executive director of the Colorado Gaming Association; and Karen Sock, general manager of the Margaritaville Casino in Biloxi.

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General admission to the luncheon is \$35 and open to any registered attendee of the Southern Gaming Summit. Admission to the summit is free. Interested parties can sign up at www.sgsummit.com and select the GGW luncheon option when registering.

“These GGW sponsored events will be a great chance for female leaders to network and make lasting connections,” Hart said. “I look forward to many similar events in the coming months and years.”