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The MICHIGAN GAMING Newsletter



LARGEST GAMING INDUSTRY "G2E" TRADE SHOW KICKS OFF NEXT WEEK

The Global Gaming Expo (G2E) 2007 will feature an award-winning sportswriter, gaming industry executives and policymakers, and tribal gaming leaders in a lively series of keynote events addressing the many diverse aspects of gaming entertainment. G2E is scheduled for Nov. 13-15 at the Las Vegas Convention Center, with the G2E Training & Development Institute taking place Nov. 12 and the G2E Leadership Academy taking place Nov. 12 and 13.

Some of the 2007 G2E highlights include:

- A Welcome Reception at the Rio All-Suites Hotel & Casino,
- Keynote Addresses from Emmy Award-winner Frank Deford and industry leaders,
- 750+ exhibitors including hundreds of new exhibitors and hundreds of new products,
- F&B at G2E: gaming's only culinary marketplace featuring the freshest new products, trends and special events,
- World-Class Conference: 140+ information-packed sessions, new tracks, new speakers and new content,
- G2E Leadership Academy: leadership and management training from experts, and
- Expanded Pavilions: Eye in the Sky Security & Surveillance and Technology.

Keynote events include the following:

- Emmy award winning sportswriter Frank Deford will give a keynote speech on Tuesday, November 13, providing a unique and entertaining perspective on life and today's gaming industry.
- On Wednesday, November 14th, AGA President Frank Fahrenkopf will moderate a panel discussion about the regulatory challenges and future outlook of Internet gambling during a keynote presentation. Panelists include the Honorable Shelley Berkley, U.S. House of Representatives (D-NV); Alfonse D'Amato, chairman of the Poker Players Alliance, Terry Lanni, chairman and CEO of MGM Mirage; Gary Loveman, chairman,

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CEO and president of Harrah's Entertainment, Inc.; and Andre Wilsenach, CEO of the Alderney Gambling Control Commission.

The final keynote event will focus on tribal gaming issues and will feature: Ernie Stevens, Jr. chairman of the National Indian Gaming Association as moderator leading a panel discussion among tribal gaming leaders about the state of tribal gaming today, and what is on the horizon. The keynote, titled "Native Matters: Tribal Gaming Past, Present and Future", will feature panelists including Delia M. Carlyle, chairwoman of the Ak-Chin Indian Community; J.R. Mathews, vice chairman of the Quapaw Tribe of Oklahoma; Anthony Miranda, chairman of the California Nations Indian Gaming Association; Max B. Osceola, Jr., Hollywood representative for the Seminole Tribe of Florida Tribal Council; and Myra Pearson, chairwoman of the Great Plains Indian Gaming Association.

In addition to the keynote events, the G2E features over a hundred different seminars on a wide variety of gaming industry topics. This year, the state of Michigan is well represented by many different speakers.

The opening ceremonies of the Global Gaming Expo will have a familiar face for Sopranos fans. The HBO Series star, James Gandolfini will be on hand to present the new Sopranos-themed slot machines and to participate in the opening ceremonies. Aristocrat Technologies is unveiling a Sopranos-themed slot machine during the November 13-15 trade show.

Another celebrity will be present at G2E. Hulk Hogan will be at booth 6100, helping ID Interactive unveil their new technologies and creative products.

To learn more, visit www.globalgamingexpo.com.

GLOBAL GAMING BUSINESS GAMING AND TECHNOLOGY AWARDS

Yesterday was the last day to be nominated for the 5th Annual Global Gaming Business Gaming and Technology Awards. The awards are the gaming industry's most prestigious awards for products and services that enhance the gaming experience. The honors are designed to recognize and encourage innovation in the rapidly changing casino industry. Winners will be announced in the February issue of *Global Gaming Business* magazine and at the International Casino Exposition (ICE) in London, January 22-24, 2008.

This year the awards will be presented in three categories:

Best Consumer-Service Technology

This category concerns technology that directly touches the customers, and directly impacts the experience of the customer.

Best Productivity-Enhancement Technology

This category describes a technology that makes a job or

task easier and more efficient.

Best Slot Product

This product is the favorite new slot product of the year.

The judging of awards will be done at the Global Gaming Expo (G2E) and by the written submissions given by each company to the judging committee. Judges may visit the booths of the exhibitors at the G2E to evaluate the nominees.

This year the judges for the awards are: Claudia Winkler, president, GHI Solutions Inc. in Las Vegas; Robert Russell, gaming analyst, Regulatory Management Counselors, P.C., James Wortman, director of the Gaming Education and Research Institute, at the University of Houston's Conrad N. Hilton College; Charles Lombardo, consultant and former vice president of slot operations for Seminole Gaming.

AGA ANNOUNCES FINALISTS FOR SEVENTH ANNUAL GAMING INDUSTRY COMMUNICATIONS AWARDS

The American Gaming Association (AGA) today announced finalists for the 2007 Gaming Voice Awards, recognizing outstanding achievement in public relations, marketing, advertising and financial and corporate communications in the gaming-entertainment industry.

The finalists, which represent 20 gaming companies, properties and organizations from across the United States and Canada, were named in 18 categories. A panel of judges with expertise in advertising, marketing, public relations, Internet design, graphic arts and financial communications evaluated more than 200 entries, the highest number in the award program's history, to determine the 52 finalists.

"The members of the gaming industry, like members of any other industry, must be continually innovative in their communications and marketing efforts in order to compete for the attention and dollars of consumers, and this year's communications awards finalists represent the finest examples of that innovation," said Frank J. Fahrenkopf, Jr., president and CEO of the AGA, who will serve as master of ceremonies for the awards presentation.

Gaming Voice Awards will be presented at the AGA Communications Awards Presentation and Luncheon on Monday, November 12, from 11:30 a.m. to 1 p.m. at the Las Vegas Convention Center.

The AGA also will honor the long-time manager of the Las Vegas News Bureau, Don Payne, with the Lifetime Achievement Award for Gaming Communications. Throughout his tenure with the Las Vegas News Bureau, he worked to promote the city to print and broadcast media from around the world and helped turn the city into an instantly recognizable travel brand and one of the world's premier tourist destinations.

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2007 Gaming Voice Award Finalists (listed in alphabetical order):

Best 2006 Annual Report: Commercial or Native American Casino

Ameristar Casinos, Inc. (Assisting agency: Kuhlmann-Leavitt)

MGM MIRAGE (Assisting agency: SK+G)

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

Best 2006 Annual Report: Public Agency or Association

Iowa Gaming Association – “Building Iowa’s Communities Through Philanthropy” (Assisting agency: Flynn Wright)

Best Corporate Social Responsibility Publication

Ameristar Casinos, Inc. – “Making a Difference” (Assisting agency: Eleven, Inc.)

MGM MIRAGE – “MGM MIRAGE 2006 Annual Diversity Report”

Pinnacle Entertainment, Inc. – “Pinnacle Supports Responsible Gaming” (Assisting agency: SK+G)

Best Customer Publication

Boyd Gaming Corporation – “Echelon Magazine” (Assisting agency: SK+G)

MGM MIRAGE – “CityCenter Las Vegas Magazine” (Assisting agency: Greenspun Media Group)

Planet Hollywood Resort & Casino – “Planet Hollywood Magazine” (Assisting agency: SK+G)

Best Employee Publication

Ameristar Casinos, Inc. – “Winning” (Assisting agency: Eurie Creative)

Beau Rivage Resort & Casino – “Shoreline”

Boyd Gaming Corporation – “Boyd Buzz Summer 2007” (Assisting agency: Rain Visual Design)

Best Web Site

Iowa Gaming Association – www.iowagaming.org (Assisting agency: Flynn Wright)

Treasure Island Resort & Casino – www.theislandiscallingyou.com (Assisting agency: Periscope)

Turning Stone Resort & Casino – www.thelodge.travel

Best Direct Mail: Single Piece

Barona Valley Ranch Resort & Casino – “Barona’s New Year’s Eve 2006 VIP Event Invitation”

Barona Valley Ranch Resort & Casino – “Global Cash Access Prospecting”

Mandalay Bay Resort & Casino – “Mariah Carey Invitation” (Assisting agency: DRGM Advertising)

Best Direct Mail: Campaign

Barona Valley Ranch Resort & Casino – “2007 Club Barona Tier Aspiration/Migration Campaign”

Pinnacle Entertainment, Inc. – “Pinnacle Acquisition Program” (Assisting agencies: Casino Marketing Alliance and Nimblefish Technologies)

Turning Stone Resort & Casino – “Turning Stone Brochure Series”

Best Print Advertisement: Single Ad

Mandalay Bay Resort & Casino – “Maxim Oasis Party

Ad” (Assisting agency: DRGM Advertising)
Mandalay Bay Resort & Casino – “StripSteak Brand Ad” (Assisting agency: DRGM Advertising)
MGM MIRAGE – “Diversity Has a Mascot” (Assisting agency: Crear Creative Group)

Best Print Advertisement: Campaign

Beau Rivage Resort & Casino – “Promenade Shops Ads” (Assisting agency: Masterminds)

Beau Rivage Resort & Casino – “Somewhere Ads” (Assisting agency: Masterminds)

Mandalay Bay Resort & Casino – “Pollstar Event Ads” (Assisting agency: DRGM Advertising)

Best Outdoor Advertisement: Single Piece

Beau Rivage Resort & Casino – “ATL to R&R” (Assisting agency: Masterminds)

Beau Rivage Resort & Casino – “ATL to WOW” (Assisting agency: Masterminds)

Beau Rivage Resort & Casino – “Titanium is Optional” (Assisting agency: Masterminds)

Station Casinos, Inc. – “Fortune 100” (Assisting agency: Crear Creative Group)

Best Outdoor Advertisement: Campaign

Beau Rivage Resort & Casino – “Fallen Oak Sequentials” (Assisting agency: Masterminds)

Beau Rivage Resort & Casino – “Just Over an Hour” (Assisting agency: Masterminds)

Beau Rivage Resort & Casino – “Somewhere #3” (Assisting agency: Masterminds)

Best Broadcast Advertisement: Television

Ameristar Casinos, Inc. – “Perfect Pair” (Assisting agency: Cannonball)

Mandalay Bay – “Wonderlay Bay – New Brand TV” (Assisting agency: DRGM Advertising)

The Mirage Resort & Casino – “LOVE” (Assisting agency: MGM MIRAGE Advertising)

Best Broadcast Advertisement: Radio

Beau Rivage Resort & Casino – “Braves Radio – Versus” (Assisting agency: Masterminds)

Wildhorse Resort and Casino – “Hunting Widows’ Weekend” (Assisting agency: Citrus)

Wildhorse Resort and Casino – “Easter Fast Cash” (Assisting agency: Citrus)

Best Multi-format Ad Campaign

Isle of Capri Casinos, Inc. – “the isle Teaser Campaign” (Assisting agency: The Media and Marketing Group)

Lumière Place – “Lumière Recruitment” (Assisting agency: SK+G)

Potawatomi Bingo Casino – “Potawatomi Branding Campaign” (Assisting agency: Parthé Inc. Visual Communications Group)

Best Public Affairs Campaign

MGM MIRAGE – “CityCenter Residential Sales Launch” (Assisting agency: Kirvin Doak Communications)

The Mill Casino Hotel – “Construction Communications

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Campaign”
 Station Casinos, Inc. – “Fortune 100” (Assisting agency:
 Crear Creative Group)

Best Corporate Social Responsibility Campaign
 Ontario Lottery and Gaming – “Game Show 1 &
 2” (Assisting agency: Bensimon Byrne)
 Station Casinos, Inc. – “Caring for our
 Community” (Assisting agency: Crear Creative Group)

Best Employee Communications Campaign
 Ameristar Casinos, Inc. – “Ameristar Casinos: Workplace
 Giving” (Assisting agency: Eleven, Inc.)
 Bally Technologies – “Employee Trivia Contest”

MGM MIRAGE – “MGM MIRAGE Family Scholarship
 Program”

A NUMBER OF NEW PRODUCTS TO DEBUT AT G2E

At least 47 companies have confirmed that they will release new products at the 2007 Global Gaming Expo in Las Vegas, Nevada. Some of the companies who will reveal new gaming-related products at the G2E include A&A Enterprises, ID Interactive, Incredible Technologies, Inc., Cash Systems, Inc. and Smoke Away Gaming Systems.

MICHIGAN GAMING INDUSTRY EXPERTS SPEAK AT G2E

At next week’s Global Gaming Expo (“G2E”), the conference portion of the four day event will examine industry innovations at 140 sessions, including 11 Signature Series programs. The state of Michigan has a large number of industry experts participating at this year’s G2E. Below is an overview of the programs that will include Michigan representatives:

Name	Company Affiliation	Program Title and Time
Toni Harris, Attorney	Fraser Trebilcock Davis & Dunlap, P.C.	Intellectual Property: What Everyone Needs to Know – Monday, November 12, 2007 – 8 a.m.
Brian Harrington, Attorney	Howard & Howard, P.C.	Intellectual Property: What Everyone Needs to Know – Monday, November 12, 2007 – 8 a.m.
R. Lance Boldrey, Attorney	Dykema Gossett, PLLC	Tribal Gaming: Beyond IGRA - Monday, November 12, 2007 - 8 a.m.
Jason Hanselman, Attorney	Dykema Gossett, PLLC	Tribal Gaming: Beyond IGRA - Monday, November 12, 2007 - 8 a.m.
Jacob Miklojcik, President	Michigan Consultants	Tribal Gaming: Beyond IGRA - Monday, November 12, 2007 - 8 a.m.
Douglas Minke, Attorney	Regulatory Management Counselors, P.C.	Giving Them Credit: Developing a Sound Casino Credit Policy – Monday, November 12, 2007 – 9:15 a.m.
Bruce Dall, CFO	MotorCity Casino	Giving Them Credit: Developing a Sound Casino Credit Policy – Monday, November 12, 2007 – 9:15 a.m.
Patrick Leen, Principal	Gaming Regulatory Consultants, LLC	Class II: Who Will Win? - Monday, November 12, 2007 – 1 p.m.
David Waddell, Attorney	Regulatory Management Counselors, P.C.	Internet Enforcement: The Pros and Cons of UIGEA – Monday, November 12, 2007 – 2:15 p.m.
John Shagonaby, Vice Chairman and CEO	Match-E-Be-Nash-She-Wish Band of Pottawatomi Indians of Michigan	Tribal Community Relations: A Good Neighbor Policy – Tuesday, November 13, 2007 – 3:15 p.m.
Mike Peterson, Deputy Commissioner	Charitable Gaming Division of the Michigan Lottery	Linked Bingo: Bringing Us All Together – Wednesday, November 14, 2007 – 11:45 a.m.
Robert Russell, Gaming Analyst	Regulatory Management Counselors, P.C.	Outside Influences: Secrets from Other Industries – Wednesday, November 14, 2007 – 3:15p.m.

In a press release issued by G2E, Mr. Frank J. Fahrenkopf, Jr. president and CEO of the American Gaming Association said “Each year, G2E provides the most comprehensive look at the current state of the global gaming industry – both in our world-class conference content and on the show floor. By highlighting new Signature Series conference sessions in a variety of disciplines and offering an on-site certification request service, we’re helping G2E conference attendees to efficiently and conveniently make the most of their experience at G2E 2007.”

Conference attendees at the G2E will benefit from a streamlined certification process. This year, attendees will be able to submit requests for their Certificates of Completion, provided by the University of Nevada – Las Vegas’ International Gaming Institute, on site.

The publishers of “The Michigan Gaming Newsletter” would like to thank Mr. Chris Hiller, law clerk, for his assistance with this issue.