

AGUA CALIENTE CASINO
RANCHO MIRAGE



SPA RESORT CASINO
PALM SPRINGS

Press Release
For Immediate Release

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CALIENTE INK TAKES TOP HONORS FOR SECOND CONSECUTIVE YEAR AT THE ELECTRONIC MEDIA AWARDS IN LAS VEGAS

PALM SPRINGS, CA (November 21, 2007) – Caliente Ink, the in-house advertising team for the Agua Caliente Band of Cahuilla Indians, has taken top honors at the Electronic Media Awards in Las Vegas for the second year in a row.

Caliente Ink won “Best Commercial over \$50,000” beating out traditional heavyweights like MGM Grand, Stations Casinos and other gaming and non-gaming companies.

The commercial was created by Ben Feiler, Creative Director and Ed Huber, Art Director. It starred John O’Hurley and explained the ongoing Paradise Jackpots promotion. O’Hurley warned the audience to always play slots with the Paradise Rewards Club card “properly inserted” or “you’ll never forgive yourself.”

This is the third big awards show victory for the young Caliente Ink agency, which opened their doors in April, 2006. Earlier this year they received ten ADDY awards from the American Advertising Federation and won three awards at the Electronic Media Awards last Fall.

Bonnie Picker, Executive Director of Marketing, said the awards are a tremendous achievement. “The hands-on creative team has proven that they understand our business. We are pleased with their contributions and look forward to their continued success.”

Photo of Caliente Ink team is attached. L to R: Emmanuel De La Rosa, Martin Foster, Kathryn Barta, Andrea Shek, Ed Huber, Ben Feiler.

Agua Caliente Casino is located at 32-250 Bob Hope Drive in Rancho Mirage, California; home to 1,000 slots, 42 table games, and an 11-table poker room voted “Best in the Valley” in a 2007 reader’s poll. In Spring 2008, guests will also be able stay in style at the casino’s new 16-story, 340-room luxury hotel. The hotel will feature deluxe rooms and suites, a luxury spa, pool and cabana complex, as well as a state-of-the-art entertainment venue and conference center. New retail shops and restaurants will also be added making Agua Caliente Casino the destination of choice. For more details, call the Agua Caliente Casino Information Line: 888.999.1995, or visit the web site at www.HotWaterCasino.com.

Live it Up Downtown: The stunning Spa Resort Casino is located in the heart of downtown Palm Springs, California, at 401 E. Amado Road. Casually elegant, the Spa Resort Casino offers the best in gaming with 1,000 slots, an exciting variety of table games and a private high-limit gaming room. The property offers the best dining, live entertainment and dancing nightly. The Hotel at Spa Resort Casino is home to 228 luxury rooms and the world-famous Spa and Well Spirit Fitness Center. This is one resort destination that truly has it all. For more details, call the Spa Resort Casino Information Line: 888.999.1995, or visit the Web site at www.SpaResortCasino.com.

Agua Caliente Casino and Spa Resort Casino are owned and operated by the Agua Caliente Band of Cahuilla Indians.