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News Release

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Wildhorse Resort & Casino is one of 18 winners—one of three Native casino winners—in national awards competition

WASHINGTON — The winners of the seventh annual American Gaming Association (AGA) Communications Awards were announced recently during the AGA Communications Awards Presentation and Luncheon at the Global Gaming Expo (G2E) event in the Las Vegas Convention Center.

In addition to the 12 awards won by Las Vegas-based casinos and gaming companies, Gaming Voice Awards also were being taken back to Iowa, Minnesota, Mississippi, Missouri, New York, and Oregon – in particular, Pendleton, Oregon.

The awards, which recognize outstanding corporate communications, public relations and advertising in the gaming industry, were presented Monday, November 12th.

“The winners of this year’s awards represent the gold standard for advertising, public relations and marketing, not just for the gaming industry, but across all industries,” said Frank J. Fahrenkopf, Jr., president and CEO of the AGA, who served as master of ceremonies for the awards presentation. “This year, more than any other year, the winners illustrate that the gaming industry is much larger than just Las Vegas and Atlantic City, it has become an important part of the economic mix for communities all across America.”

Native American casinos were well represented at the awards. Treasure Island Resort & Casino in Red Wing, Minn. won Best Web Site. Wildhorse Resort and Casino in Pendleton, Oregon, took first prize for Best Broadcast Radio Advertisement and Turning Stone Resort and Casino in Verona, N.Y., won Best Direct Mail Campaign.

The AGA selected Gaming Voice Award winners 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.

The AGA Communications Awards were sponsored by market analysis and investment firm Goldman, Sachs & Co., with support from Wells Fargo Bank, Piercy Bowler Taylor & Kern (PBTk) and Global Gaming Expo (G2E).

Wildhorse Resort & Casino won an award for the best broadcast advertisement in radio with their “Hunting Widows Weekend” spot created with Bend advertising agency, Citrus. “We’re excited to be recognized with a national award in our industry,” said Michelle Liberty, Marketing Director, “and to be among such other prestigious winners as Mandalay Bay, MGM Mirage, and Turning Stone casinos.”

The American Gaming Association (AGA) is the national trade association for the commercial casino industry. In addition to representing the interests of its members on federal legislative and regulatory issues, the AGA serves as a clearinghouse for information, develops educational and advocacy programs, and provides leadership on industry-related issues of public concern.

Wildhorse Resort & Casino is the Pacific Northwest's highest paying casino, with a record \$9.3 million slot jackpot. The Resort includes a 24-hour casino, five restaurants including the new buffet restaurant, *Traditions*, and new fine-dining restaurant, *Plateau*, the *Players* lounge, weekly live entertainment in the *Wildfire Cabaret*, hotel, RV Park, 18-hole golf course and Tribal museum. It is located just minutes off I-84 at Exit 216, four miles east of Pendleton. For more information: 1-800-654-9453 or www.wildhorseresort.com. Wildhorse is owned and operated by the Confederated Tribes of the Umatilla Indian Reservation.

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