



AGUA CALIENTE
 Casino • Resort • Spa
 RANCHO MIRAGE

PRESS RELEASE

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**“SHOW”ING OFF A GOOD THING –
 AGUA CALIENTE CASINO • RESORT • SPA LAUNCHES NEW
 TELEVISION CAMPAIGN FOR “THE SHOW”**

RANCHO MIRAGE, CA (January 27, 2009) – Agua Caliente Casino • Resort • Spa is rolling out a new television campaign in preparation for the highly anticipated grand opening of The Show, the casino’s new \$76M concert theatre.

The new image spot was created by Agua Caliente’s award-winning, in-house ad agency, Caliente Ink. Art Director Ed Huber and Associate Art Director Andrea De Francisco Shek spearheaded the project from its conception, overseeing and directing photography, music selection and production.

Phil Cooper, executive director of marketing for the Agua Caliente tribe, which owns and operates Agua Caliente Casino and The Show, says the new television spot represents the high-energy excitement guests can expect at The Show. “Once you step inside The Show and see the detail and investment in the guest experience, you know you’re in for something special; we think this television spot translates that heart-pounding excitement to the screen.”

The new television campaign will begin airing in the Los Angeles and local television markets in February.

The grand opening of The Show is February 12-14, featuring sold out concerts by Billy Joel, Matchbox Twenty and Martina McBride.

The Show offers an intimate setting with 2,000 seats comfortably spaced across four levels, as well as 12 VIP boxes with gourmet catering and private lounges. From architecture and interior design, to exciting concerts, boxing and mixed martial arts, The Show rivals the finest venues in the country.

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Agua Caliente Casino • Resort • Spa in Rancho Mirage, California has been repeatedly voted “Best Casino” in reader’s polls. It’s home to 1,600 slots, a variety of table games and a wildly popular poker room. The casino offers exciting lounge entertainment plus award-winning dining, adjacent to its gorgeous new \$350 million luxury resort hotel. Guests can stay in style in 340 deluxe rooms and suites, enjoy a relaxing spa, pool and cabana complex, as well as a state-of-the-art conference center. In February 2009, The Show, a 2,000-seat entertainment venue will complete this world-class destination. For hotel reservations call: 1.866.923.7244, visit www.HotWaterCasino.com or for casino information: 1.888.999.1995.

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