



PRESS RELEASE

Contact: Therese Everett-Kerley
Communications Manager
t. 760-883-1396 / c. 760-219-3885

LUCKY 17: CASINO ADVERTISING AGENCY CALIENTE INK

DOMINATES THE FIELD WITH 17 WINS AT THE 2009 ADDY AWARDS

Palm Springs, Ca (March 24, 2009) – Caliente Ink, the in-house advertising agency for the Agua Caliente Band of Cahuilla Indians and its two casino properties, Agua Caliente Casino • Resort • Spa in Rancho Mirage and Spa Resort Casino in downtown Palm Springs claimed 17 honors at the 2009 American Advertising Federation Awards this past weekend.

The three-year-old advertising agency won 7 Gold ADDYs, 6 Silver ADDYs, 3 Bronze ADDYs and the biggest honor was “Best of Electronic” for the agency’s television spot titled “Another Day” which touts the new resort at Agua Caliente Casino • Resort • Spa. (A complete list of the awards located on next page.)

Caliente Ink is led by Executive Director of Marketing Phil Cooper, who was thrilled with the team’s huge victory. “The success that Caliente Ink has enjoyed is driven, not only by the discipline of graphic design, but by their success in moving that creative vision into multi-tiered media, direct mail and an aggressive push through public relations. I am so proud of this group and can’t wait to see what’s next!”

The ADDY win is the latest in a string of victories for the Caliente Ink team which includes Art Director Ed Huber, Associate Art Director Andrea De Francisco Shek, Graphic Artists Martin Foster and Frank Blenman, Production Manager Kathryn Barta and Communications Manager and Copywriter Therese Everett-Kerley. In its young history, the team has attracted national attention by repeatedly taking top honors at the Electronic Media Awards in Las Vegas and, of course, the ADDY Awards.

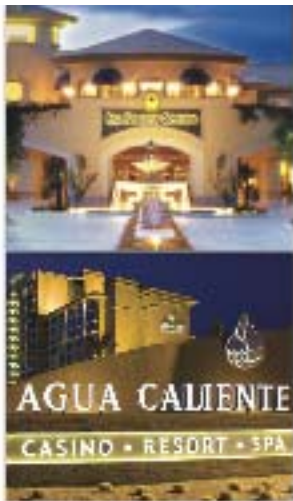
The annual ADDY awards are conducted by the American Advertising Federation. Gold winners from this market will go on to District competitions and then to the national ADDY awards competition, which is considered to be one of the most esteemed within the advertising industry.

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Agua Caliente Casino • Resort • Spa in Rancho Mirage and Spa Resort Casino in downtown Palm Springs offer thousands of the hottest slots, a variety of table games, live poker and high-limit gaming, plus fine dining, shopping, relaxing spas and luxurious hotel rooms, all in a gorgeous resort setting. Agua Caliente Casino • Resort • Spa is also home to *The Show*, the premier concert theatre in Southern California featuring headliners like Matchbox Twenty, Tony Bennett, Jay Leno and more. Both resorts are owned and operated by the Agua Caliente Band of Cahuilla Indians, which also owns the world-famous Indian Canyons and Tahquitz Canyon hiking trails, Indian Canyons Golf Resort and the Agua Caliente Cultural Museum.

For more information, call 1-888-999-1995

HotWaterCasino.com • SpaResortCasino.com • AguaCaliente.org



GOLD AWARDS:

Sales Promotion Menu—Agua Caliente Casino • Resort • Spa, Hotel In-room Directory

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director

Special Event Invitation—Agua Caliente Casino • Resort • Spa, Suite Dreams Grand Opening Invitation

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director

Special Event Invitation—The Show at Agua Caliente Casino Grand Opening Invitation

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director; Therese Everett-Kerley, Communications Manager; Phil Cooper, Executive Director of Marketing

Special Event Invitation—Wizard of Oz VIP Invitation

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director; Therese Everett-Kerley, Communications Manager

National TV, Consumer Outlets—Agua Caliente Casino • Resort • Spa, “Blackboard”

Ed Huber, Art Director; Andrea De Francisco Shek, Associate Art Director

National TV, Consumer Outlets—Agua Caliente Casino • Resort • Spa, “Another Day”

Ed Huber, Art Director; Andrea De Francisco Shek, Associate Art Director

National TV Campaign—Agua Caliente Casino • Resort • Spa, “Redefining Spectacular”

Ed Huber, Art Director; Andrea De Francisco Shek, Associate Art Director

SILVER AWARDS:

Special Event Invitation—Down Under VIP Invitation

Andrea De Francisco Shek, Associate Art Director; Therese Everett-Kerley, Communications Manager; Ed Huber, Art Director;

Special Event Invitation—Alice in Wonderland VIP Invitation

Martin Foster, Graphic Artist; Therese Everett-Kerley, Communications Manager; Ed Huber, Art Director; Andrea De Francisco Shek, Associate Art Director

Special Event Invitation—Spooktacular VIP Invitation

Martin Foster, Graphic Artist; Therese Everett-Kerley, Communications Manager; Ed Huber, Art Director; Andrea De Francisco Shek, Associate Art Director

Special Event Campaign—Agua Caliente Casino • Resort • Spa, Grand Opening

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director; Therese Everett-Kerley, Communications Manager

Mixed-Media, National Consumer—The Show at Agua Caliente Casino

Andrea De Francisco Shek, Associate Art Director; Therese Everett-Kerley, Communications Manager; Ed Huber, Art Director; Phil Cooper, Executive Director of Marketing

Mixed-Media, National Consumer—Agua Caliente Casino • Resort • Spa, “Redefining Spectacular”

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director; Therese Everett-Kerley, Communications Manager

BRONZE AWARDS:

Special Event Invitation—Agua Caliente Casino • Resort • Spa, Grand Opening Self-Mailer Invitation

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director

Micro or Mini Sites—The Show at Agua Caliente Casino, Teaser

Andrea De Francisco Shek, Associate Art Director; Ralph Kato, Central Applications Manager; Vincent Gonzales, Web Administrator; Ed Huber, Art Director; Phil Cooper, Executive Director of Marketing

Internet Commercial—Agua Caliente Casino • Resort • Spa, “Live at The Lounge”

Andrea De Francisco Shek, Associate Art Director; Ed Huber, Art Director

BEST OF ELECTRONIC: Agua Caliente Casino • Resort • Spa, “Another Day”

Ed Huber, Art Director; Andrea De Francisco Shek, Associate Art Director