Press Release
For Immediate Release

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

NEW EXECUTIVE DIRECTOR OF MARKETING JOINS LEADERSHIP TEAM AT AGUA CALIENTE BAND OF CAHUILLA INDIANS

PALM SPRINGS, CA (October 23, 2008) – Marketing veteran Phil Cooper has been appointed Executive Director of Marketing for the Agua Caliente Band of Cahuilla Indians in Palm Springs.

As Executive Director of Marketing, Cooper will be responsible for the development and execution of marketing strategies and branding for the Tribe's two casino properties, Agua Caliente Casino • Resort • Spa in Rancho Mirage and Spa Resort Casino in Palm Springs. He will also direct all public relations initiatives and oversee the Tribe's award-winning, in-house advertising agency, Caliente Ink.

Cooper brings more than 20 years experience in gaming, media and brand building, much of which he has spent in executive management. An accomplished writer, he served as associate editor of Playboy Magazine before moving to Las Vegas to become vice president of public relations and advertising for Caesars Palace hotel casino. Prior to his appointment at the Agua Caliente Band of Cahuilla Indians, he worked as senior vice president, marketing for the Greenspun Media Group, a diversified media, Internet, and broadcasting company based in Las Vegas.

"Phil's experience and passion for marketing and media is a tremendous asset," said David Fendrick, chief operating officer for the Agua Caliente Band of Cahuilla Indians. "We are very pleased to have him leading our marketing efforts as we approach the opening of our new entertainment venue—*The Show*."

The Show at Agua Caliente Casino • Resort • Spa is scheduled to open February 12, with a spectacular performance by legendary piano man, Billy Joel. The high-tech, $76M venue will seat up to 2,002 people and will offer a variety of entertainment including music, comedy and live sporting events such as mixed martial arts and boxing.

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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 more than 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 in downtown Palm Springs. 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 • Resort • Spa is located at 32-250 Bob Hope Drive in Rancho Mirage, California; 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, a 2,002-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 and Spa Resort Casino are owned and operated by the Agua Caliente Band of Cahuilla Indians.