

AGUA CALIENTE CASINO
RANCHO MIRAGE



SPA RESORT CASINO
PALM SPRINGS

Media Advisory
For Immediate Release

Contact: Therese Everett-Kerley
Public Relations Specialist
t. 760-883-1396 / c. 760-219-3885

CALIENTE INK TRIUMPHS AT THE 2007 ADDY AWARDS

PALM SPRINGS, CA (March 20, 2007) – Caliente Ink, the in-house advertising team for the Agua Caliente Band of Cahuilla Indians took home 10 ADDY awards Saturday, in another huge victory for the fledgling agency.

The Caliente Ink team, led by Creative Director Ben Feiler and Art Director Ed Huber, was recognized for its work in Radio, Newspaper, Non-Traditional Advertising and Collateral: Special Event Materials. The team took top awards in three divisions of the *Regional/National Radio* category, a Bronze in *Nontraditional Media* for an Ipod featuring the Agua Caliente's native language classes and traditional Bird Songs, and a Silver for *Color Newspaper* advertising. But the piece that garnered the most attention was the Agua Caliente Band of Cahuilla Indians Holiday Party Invitation, which won a Gold in the *Collateral: Special Event Material* category, "Best-of-Collateral," and the people's choice "Best of Show." (**Awards list on following page**)

The annual ADDY awards are conducted by the American Advertising Federation. 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.

This is the second big victory for the Caliente Ink team, who opened their doors less than a year ago. In October, the team took home three top awards at the 19th Annual Electronic Media Awards in Las Vegas.

Bonnie Picker, Executive Director of Marketing and creator of Caliente Ink, said the recent awards are a testament to the agency's talent. "We brought in top performers in the creative field and they've taken our advertising to a new level. They've done a tremendous job and continue to drive the success of Agua Caliente Casino and Spa Resort Casino."

Agua Caliente Casino is located at 32-250 Bob Hope Drive in Rancho Mirage, California. Home to 1,000 slots, 49 table games, 11 poker tables and Bingo every day. Agua Caliente Casino also offers many delicious dining venues including the Steakhouse, Sage Bar and Grill, Grand Palms Buffet and the Desert Eatery Food Court. In addition, the valley's best live entertainment can be found inside its Cahuilla Showroom and Canyons Lounge. For more details, call the Agua Caliente Casino Information Line: 888.999.1995, or visit the web site at www.HotWaterCasino.com.

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, 30 table games and a private high-limit gaming room. The property offers the best dining choices, including the Steakhouse at Spa Resort Casino, the Noodle Bar, the Corner Deli, and the 300-seat Oasis Buffet. Cascade Lounge, Palm Springs' hottest nightspot, is where you'll find 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. 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.



**2007 Addy Awards
Saturday, March 17, 2007**

Caliente Ink received 10 awards. Categories, campaigns and responsible creative staff are listed below.

Collateral Material: Special Event Invitation

Campaign: Agua Caliente Band of Cahuilla Indians – Holiday Invitation

Award: Gold

Award: Best-of-Collateral

Award: People's Choice Best-of-Show

Idea and artistic execution: Andrea Shek; Creative supervision: Ed Huber

Radio: Regional/National

Campaign: O'Hurley "Two Women" :60

Award: Bronze (top award)

Creative Director/Copywriter: Ben Feiler

Campaign: O'Hurley "Oh" :60

Award: Bronze (top award)

Award: People's Choice Radio

Creative Director/Copywriter: Ben Feiler

Campaign: Twice the Excitement :60

Award: Bronze (top award)

Award: People's Choice Radio Campaign

Creative Director/Copywriter: Ben Feiler

Newspaper: Fractional Page

Campaign: Twice the Excitement - Four Color

Award: Silver

Art Director: Ed Huber; Creative Director/Copywriter: Ben Feiler

Non-Traditional Advertising

Campaign: Agua Caliente Band of Cahuilla Indians Ipod

Award: Bronze

Idea: Sam Vines; Implementation: Sam Vines, Bill Oliver