

**AGUA CALIENTE CASINO**  
RANCHO MIRAGE



**SPA RESORT CASINO**  
PALM SPRINGS

**Press Release**  
**For Immediate Release**

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## **ADVERTISING AGENCY CALIENTE INK CELEBRATES ANOTHER WINNING YEAR AT THE 2008 ADDY AWARDS**

**Palm Springs, Ca (March 12, 2008) – 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 and Spa Resort Casino, took home top honors at the 2008 ADDY Awards held in Indio this past weekend.**

Caliente Ink, led by Creative Director Ben Feiler and Art Director Ed Huber, claimed two Gold Awards for music in advertising: the jingle for the casinos' Paradise Jackpots promotion and a piece of music produced for the new Lounge at Agua Caliente Casino • Resort • Spa. All lyrics were written by Caliente Ink and set to music.

Caliente Ink also picked up awards in a variety of media categories. These included top honors for regional television advertising (Paradise Jackpots with John O'Hurley), a billboard for the casino's Steakhouse restaurant, a New Year's Eve invitation and an invitation for a tribal Christmas party. The creative team also received an award for a leather gift tag.

The wins are the latest in a string of victories for the two-year-old advertising agency. 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. 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.

Agua Caliente Casino • Resort • Spa is located at 32-250 Bob Hope Drive in Rancho Mirage, California; home to more than 1,800 slots, 35 table games, and an 11-table poker room voted "Best in the Valley" in a 2007 reader's poll. In April guests will also be able stay in style at the casino's new 16-story, 340-room luxury hotel. The hotel will feature deluxe rooms and suites, a luxury spa, pool and cabana complex, as well as a state-of-the-art entertainment venue and conference center. New retail shops and restaurants will also be added making Agua Caliente Casino • Resort • Spa the destination of choice. Reservations: 1-866-923-7244; Casino Information Line: 1-888-999-1995; or [www.HotWaterCasino.com](http://www.HotWaterCasino.com).

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 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 nightly. 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: 1-888-999-1995, or visit the Web site at [www.SpaResortCasino.com](http://www.SpaResortCasino.com).

**Agua Caliente Casino and Spa Resort Casino are owned and operated by the Agua Caliente Band of Cahuilla Indians.**