



**PRESS RELEASE**

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## **NEW AD CAMPAIGN FOR AGUA CALIENTE CASINO • RESORT • SPA HOPES TO LURE SOCAL ROAD-TRIPPERS TO RANCHO MIRAGE**

**Rancho Mirage, Ca (April 30, 2008) – A new advertising campaign timed to coincide with the grand opening of the newly expanded Agua Caliente Casino • Resort • Spa in Rancho Mirage, California aims to lure vacationers driving to Las Vegas to this desert oasis instead.**

The campaign, which launches May 1st, was created by award-winning, in-house casino ad agency Caliente Ink. It consists of several television ads in which a tuxedo-clad John O’Hurley brags about the ease with which he arrived at Agua Caliente Casino • Resort • Spa. From Los Angeles, the resort is less than half the distance to Las Vegas.

Executive Director of Marketing, Bonnie Picker explains the motivation behind the new campaign: “We really wanted to drive home the point that you don’t have to sit in your car for five or six hours in grueling traffic to enjoy spectacular gaming and entertainment at a luxury resort. Agua Caliente Casino • Resort • Spa has it all, with half the drive.”

The campaign holds even greater significance now that prices at the pump continue to soar. The new \$300 million resort which opened to the public April 19<sup>th</sup>, has even created a hotel package that includes a \$25 gas card for each night’s stay. Also taking the sting out of a quick getaway: rooms starting at just \$89, Sunday through Thursday until June 15th.

The new Agua Caliente Casino • Resort • Spa features 340 luxury rooms, a spa, pool and conference center. A new 2,000-seat headline entertainment venue is currently under construction and is set to open in early 2009. Approximately 350 jobs have been created as a result of the expansion. It is the first hotel to be built by the Agua Caliente Band of Cahuilla Indians, which also owns Spa Resort Casino in Palm Springs.

To download a press kit, high resolution photos or to get media contact information, please go to [www.HotWaterCasino.com](http://www.HotWaterCasino.com) and click on the News Room link at the bottom of the hotel web page.

Agua Caliente Casino • Resort • Spa is located at 32-250 Bob Hope Drive in Rancho Mirage, California; voted “Best Casino” in 2008, it’s home to more than 1,800 slots, a variety of table games and an 11-table poker room also voted “Best in the Valley” in a 2007 reader’s poll. The casino offers exciting entertainment plus award-winning dining, adjacent to its gorgeous new \$300 million luxury hotel. Guests can now stay in style in one of 340 deluxe rooms and suites, enjoy a relaxing spa, pool and cabana complex, as well as a state-of-the-art conference center. In early 2009, a 2,000-seat entertainment venue will complete this world-class destination. For hotel reservations call: 1.866.923.7244, visit [www.HotWaterCasino.com](http://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.