



PRESS RELEASE

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

AGUA CALIENTE CASINO • RESORT • SPA APPOINTS NEW DIRECTOR OF MARKETING, DIRECTOR OF ENTERTAINMENT

Rancho Mirage, Ca (June 19, 2008) – Agua Caliente Casino • Resort • Spa has announced the promotion of Leanna Hofmann to Director of Entertainment and Sharon Farrell to Director of Marketing and Player Development at the newly opened \$350M resort hotel adjacent to Agua Caliente Casino in Rancho Mirage.

Hofmann first joined the Agua Caliente team in December 2000, as Special Events and Entertainment Manager. She was later promoted to Director of Marketing, a position she has held at the resort for the past two years. Previous to joining the casino, Hofmann worked in radio, holding key management roles such as Director of Marketing, Promotion and Chief Operating Officer at stations across the country. In her new role, she will supervise the property's state-of-the-art entertainment venue, set to open in February of 2009.

Casino veteran Sharon Farrell will now lead the marketing department at Agua Caliente Casino • Resort • Spa. Farrell has 18 years of extensive experience in the gaming industry, specifically marketing and advertising. She has held impressive positions in marketing and advertising at casinos across the West. She has directed marketing efforts at the Hilton and the Isle of Capri properties in Las Vegas and another casino in Oregon. Farrell has also held executive titles, including the first-ever Vice President at Cache Creek where she relaunched the property as a full-service casino resort. As Director of Marketing and Player Development at Agua Caliente Casino • Resort • Spa, she will now be responsible for all aspects of marketing, promotion and player development at the property, which just opened a \$350M resort hotel next to its casino. Farrell will also serve as a board member for the Rancho Mirage Chamber of Commerce.

Scott Cooper, General Manager at Agua Caliente Casino • Resort • Spa says Farrell and Hofmann are a terrific team. "We are so fortunate to have these two leading the marketing, promotion and entertainment efforts at our property. It is a combination that will continue to drive our success as a market leader."

In February 2009, the property will open its new 2,000-seat, state-of-the-art headliner room, completing the transformation of this resort into a world-class destination.

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 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.