



**Press Release  
For Immediate Release**

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## **AGUA CALIENTE BAND OF CAHUILLA INDIANS WELCOMES NEW DIRECTOR OF MARKETING AND DIRECTOR OF SALES**

**Palm Springs, Ca (March 7, 2008) -- The Agua Caliente Band of Cahuilla Indians welcomes new hires Chris Lynch, Director of Marketing at Spa Resort Casino in Palm Springs and James Parker, Director of Sales at Agua Caliente Casino • Resort • Spa in Rancho Mirage.**

### **CHRIS LYNCH, DIRECTOR OF MARKETING**

Chris Lynch comes to Spa Resort Casino with more than 20 years of gaming experience. Over the years he has developed a strong foundation in casino operations by having held key positions in Food and Beverage, Slot Operations, Player Development and Marketing. Lynch's career has taken him from the Laughlin and Las Vegas gaming markets to Mississippi and most recently to Central California where he was Senior Director of Marketing at Chuckchansi Gold Casino and Resort near Fresno.

"Chris brings with him a wealth of knowledge in all areas of operations. We are excited to have him here and have no doubt he will contribute a great deal to our future success," said David Fendrick, Chief Operating Officer for the Tribe.

### **JAMES PARKER, DIRECTOR OF SALES**

James Parker joins the team at Agua Caliente Casino • Resort • Spa just a month and a half before the grand opening of the casino's new luxury resort in Rancho Mirage. He brings with him a terrific blend of sales and meeting planner experience. Over the past 15 years, Parker has held sales positions with Hyatt Hotels, Ritz Carlton and the Palm Springs Desert Resort CVA. He most recently worked for Conference Direct as a National Sales Manager handling meeting planning.

"James couldn't have joined the team at a more exciting time," said General Manager Scott Cooper. "We are pleased to have him aboard and look forward to redefining the meeting experience at our fine hotel."

Upon completion in April, the new Agua Caliente Casino • Resort • Spa will feature 340 luxurious guest rooms, a state-of-the-art conference center, rejuvenating spa and fitness center, as well as a 50,000 square-foot pool area. Combined with great gaming and award-winning dining, Agua Caliente Casino • Resort • Spa will be the destination of choice for meeting planners from across the country and around the world.

Agua Caliente Casino 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 Spring 2008, 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 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.**