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RIVER CITY AND LUMIÈRE PLACE CASINOS JOIN WITH McBRIDE & SON HOMES FOR \$500,000 CASH, PRIZE AND HOME GIVEAWAY

Casinos Offer Two Months of Extraordinary Weekly Prize Drawings Culminating With a Chance to Win a Brand New McBride & Son Luxury Home

ST. LOUIS, Missouri, (April 21, 2010) — The new River City Casino, in south St. Louis County, and its sister property Lumière Place Casino & Hotels, in downtown St. Louis, have joined forces with McBride & Son Homes, of St. Louis, to offer two months of prize giveaways, culminating with a chance to win a brand-new 2,500-square-foot McBride & Son luxury home.

From May 1-June 30, 2010, casino guests have the opportunity to earn entries for weekly drawings of cash and prizes, including complete room makeovers, leading up to the grand prize drawing for a new \$250,000 luxury home by McBride & Son Homes on July 2, 2010. More than 450 people will win prizes during the contest period.

“Our goal is to generate constant excitement and surprise for guests who come to dine, enjoy entertainment or play at both River City and Lumière Place Casinos,” said Todd George, regional vice president-St. Louis and general manager of River City Casino. “We are excited that there will be hundreds of winners and that someone will win a beautiful new home, courtesy of McBride & Son Homes.”

To participate and to be automatically entered into the drawings, guests need to visit River City or Lumière Place to sign up for and activate a my**choice**SM rewards card at any one of several kiosks. Gaming customers have an opportunity to receive multiple entries based on their play in the casinos throughout the qualifying period; however, there is no obligation to gamble or make a purchase of any kind at the casinos to participate.

During the two-month campaign, a display of the new McBride & Son home and vignettes of sample room makeovers will be featured at each property. Pictures of the home model, along with a live project webcam, can be viewed on the property websites at www.rivercity.com and www.lumiereplace.com

Weekly prize drawings will take place every Friday at Lumière Place and every Saturday at River City, beginning May 7 through June 26. The grand prize drawing will be held on July 2, at which time 25 finalists will each be given a key to potentially unlock the door to the new home.

Restrictions may apply; see promotions booth for details and official rules. Management reserves the right to amend, modify, or cancel this promotion at any time, with prior approval from the Missouri Gaming Commission. Participants must be 21 years of age to take part in this promotion. There is no cost to enter; however, each participant must be a member of the my**choice**SM club. Visit the my**choice**SM center at either River City Casino or Lumière Hotels & Casino for details and official rules. Offer not valid for persons on the Missouri Disassociated Persons list or who have been otherwise excluded from Lumière Place, River City Casino or other Pinnacle Entertainment Properties. Gambling problem? Call 1-888-BETSOFF.
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About mychoice**SM**

Pinnacle Entertainment's my**choice**SM rewards program offers opportunities to earn points toward Choice Comps and Choice Cash that can be used at River City Casino, Lumière Place and President Casino in the St. Louis area. Choice Comps, equivalent to cash, can be redeemed for room nights, shows, meals, spa treatments and more. Slot enthusiasts can earn Choice Cash with opportunities to advance to 3-star, 4-star and 5-star levels to earn Choice Cash even faster. my**choice**SM benefits include priority restaurant seating, priority line access at restaurants and my**choice**SM centers, personal casino hosting, preferred room upgrades (upon availability), expedited valet parking, and access to VIP Lounge (where available).

About Lumière Place Casino & Hotels

The \$507 million Lumière Place includes a 75,000-square-foot casino with 2,000 slot machines, more than 45 table games, and a dedicated poker room. Lumière Place features two hotels, the all-suite HotelLumière and Four Seasons St. Louis, with a lavish spa, and luxury retail shopping options featuring some of the hottest names in fashion. The complex also boasts seven restaurants, including two locations envisioned by celebrity chef Hubert Keller - SLeEK, a traditional steakhouse, and Lumière Place's Burger Bar, a venue offering fresh ground hamburgers ranging from the basic to versions with white truffle and foie gras. Other restaurants include Asia, from nationally-known restaurateur Tri La, The Kitchen Buffet & Bistro where the buffet itself is in the kitchen, and Peet's Coffee & Tea. Nightspots include Aqua, a piano bar overlooking the casino floor and grand promenade; and global, a high-energy lounge near the center of the casino floor. The intimate 450-seat Lumière Theater showcases a variety of eclectic performances. Lumière Place also features a large, hidden VIP lounge for select casino customers. Call 877-450-7711 or visit www.lumiereplace.com

About River City Casino

River City Casino, which opened in March 2010, is St. Louis' newest gateway to an exciting entertainment experience. Located approximately 10 miles south of downtown St. Louis, in the community of Lemay, the approximately \$380 million multi-use complex captures the overall look of a Missouri riverboat town at the peak of the steamboat trade on the famed Mississippi River. The first phase of the project includes a 90,000-square-foot casino with more than 2,100

slot machines and 55 table games, including poker, several restaurants, an entertainment venue and other amenities.

River City Casino is the sister property of Lumière Place, an exciting urban casino hotel complex that opened in downtown St. Louis in December 2007. Employment applications are being accepted at www.jobsatrivercity.com. River City Casino is located at 777 River City Casino Blvd., St. Louis, MO 63125. Call 888-578-7289 or visit www.rivercity.com for information.

About Pinnacle Entertainment

Pinnacle Entertainment, Inc. owns and operates casinos in Nevada, Louisiana, Indiana, Missouri and Argentina. In March 2010, Pinnacle opened its newest casino, River City, in south St. Louis County, Missouri. Pinnacle also is developing a casino in Baton Rouge, Louisiana.

About McBride & Son Homes

McBride & Son Companies builds in over 70 communities in metro St. Louis. McBride & Son is an employee owned company based in Chesterfield and is the largest homebuilder in St. Louis and the state of Missouri. The company is currently ranked in the top 9 largest privately owned builders in the country and is 32nd largest overall according to Builder Magazine. For information visit www.mcbridehomes.com

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