

RIVER CITY CASINO

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PINNACLE ENTERTAINMENT ANNOUNCES AWARD-WINNING JEFF RUBY'S STEAKHOUSE AS PREMIER FINE DINING RESTAURANT AT NEW RIVER CITY CASINO®

ST. LOUIS, MO (October 2, 2009) – Pinnacle Entertainment today announced that its new River City Casino in Lemay, south St. Louis County, will feature multi-award-winning **Jeff Ruby's Steakhouse** as the premier fine dining restaurant. River City Casino is scheduled to open in spring 2010, pending final approval from the Missouri Gaming Commission.

Continually voted Cincinnati's Best Restaurateur in polls taken by Cincinnati Magazine, Jeff Ruby has achieved marked culinary and business success with his flagship Steakhouse restaurant locations in Cincinnati, Ohio, and Louisville, Kentucky, as well as Pinnacle's Belterra Casino Resort & Spa in Florence, Indiana. Mr. Ruby is poised to bring new excitement to St. Louis with his colorful personality, distinctive high-quality cuisine and celebrity guests that regularly frequent his restaurants.

"I've had the privilege of enjoying Jeff Ruby's restaurants and have always been impressed by the terrific combination of service and superior steak that he delivers," said Daniel R. Lee, Pinnacle Entertainment's Chairman and Chief Executive Officer. "Jeff's animated character and hands-on approach brings real value to the customer and our ongoing partnership. He is a dynamic part of the guests' overall experience and we're pleased that he has chosen River City Casino as the next location for a Jeff Ruby's Steakhouse."

For River City Casino, Jeff Ruby's Steakhouse will once again set the standard for fine dining and exceptional service with a menu offering a tantalizing array of hand-selected USDA Prime dry-aged steaks cooked to perfection, the freshest seafood, a sit-down sushi/raw bar, and an extensive selection of signature salads, Steakhouse potatoes, vegetables and desserts.

Guest favorites, including the notable Steak Collinsworth (named after partner and NBC Sunday Night Football announcer Cris Collinsworth), a center-cut filet mignon topped with King crab meat and fresh grilled asparagus with béarnaise and bordelaise sauce; and Jeff Ruby's Jewel, a 24-ounce bone-in Ribeye, perfectly marbled and seasoned with the Jeff Ruby Steakhouse special seasoning, will be combined with new items of a distinct St. Louis flair to create one spectacular, mouthwatering menu sure to surpass any expectations. An extensive fine wine list offers more than 400 selections to complement any meal.

And the Jeff Ruby tradition of dining in restaurants that tell a story promises to carry over to the River City location.

“Every restaurant I do, I write a story, like a Broadway play or motion picture,” Mr. Ruby explains. “Every one of our restaurants is different in menu and ambiance. The only thing identical is the same quality of food and service. I look forward to working with Dan Lee and Pinnacle to create a totally unique experience in St. Louis at the River City Casino.”

The visually stunning architecture of Jeff Ruby’s approximately 300-seat eatery complements River City’s tributes to bygone days with a façade reminiscent of Judy Garland’s family home in the classic film, *Meet Me in St. Louis*, and an interior motif that recalls the classic *Hello Dolly!* The Steakhouse’s Americana-Victorian theme transports guests to the fast-paced excitement of turn-of-the-century New York with sultry lavender and purple tones, crystal chandeliers, and a piano player elevated on stage behind the marble-topped bar.

Jeff Ruby’s Steakhouse will be the premier restaurant among a variety of other dining options at River City Casino that include a buffet with seating for more than 350; a 100-seat tavern; a 100-seat contemporary café, and a classic burger joint. For more information about River City Casino, visit www.rivercity.com. Employment applications are currently being accepted at www.jobsatrivercity.com.

About River City Casino

River City Casino 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 will include a 90,000-square-foot casino, with more than 2,000 slot machines and approximately 60 table games, several restaurants, an entertainment venue and other amenities. River City Casino is scheduled to open in spring 2010, pending final approval from the Missouri Gaming Commission. View the live project webcam at www.rivercity.com

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 now being accepted at www.jobsatrivercity.com

About Jeff Ruby’s Steakhouse

Continually voted Cincinnati’s Best Restaurateur in polls taken by Cincinnati Magazine, Jeff Ruby has achieved marked success and notoriety for his flagship Steakhouse restaurant locations in Cincinnati, Ohio, Louisville, Kentucky and Belterra, Indiana. His eateries consistently receive high marks from readers of the prestigious Zagat Survey, outranking even the most popular steakhouses in America’s two quintessential steakhouse cities – New York City and Chicago. Jeff Ruby’s fan base continues to grow in every market where he has established a new location for one of his restaurant brands, which include The Precinct, The Waterfront, Carlo & Johnny’s, and Bootsy’s produced by Jeff Ruby. www.jeffruby.com

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