

RIVER CITY CASINO

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RIVER CITY CASINO ACCELERATES RECRUITMENT PROCESS

On-the-Spot Job Interview Sessions Developed in Association with the Missouri Career Centers of St. Louis County

ST. LOUIS, MO (December 28, 2009) – River City Casino has teamed up with the Missouri Career Centers of St. Louis County to develop “on-the-spot” job interview sessions aimed at filling more than 1,200 available positions at the new casino, scheduled to open in Lemay, south St. Louis County, in early March 2010, pending final regulatory approvals.

The interview sessions will be held **Wednesday, January 13, 2010, from 10 a.m.-2 p.m.**, at the St. Louis Community College’s South County Education and University Center. Although the event is free and open to the public, **mandatory advance registration is required** by calling Adam Brown at 314-615-4682 or Avis Darden at 314-615-4690, of the Missouri Career Centers, by 5 p.m. on December 31, 2009. Once registered, applicants will be given a confirmation number and further instructions. Space is limited, but still available.

The event offers a different spin to the typical career fair in that it allows job seekers to have personal contact with an actual River City recruiter and be interviewed for available positions in casino operations, facilities, food and beverage, environmental services, security, finance, marketing and administration.

“We have a very aggressive recruitment timeline to fill more than 1,200 positions for an early March 2010 opening,” said Todd George, vice president and general manager, River City Casino. “Through our association with the Missouri Career Centers, we hope to accelerate the hiring process.”

The statewide network of Missouri Career Centers provides valuable workforce services; personalized career-assistance services from trained workforce specialists for job seekers; assistance from business representatives and access to other valuable business services for businesses.

“The Missouri Career Centers of St. Louis County are very excited to partner with River City Casino on a creative new twist in recruitment,” said Mr. Gene Gorden, Director of Workforce Development, Missouri Career Centers of St. Louis County. “This event will be a wonderful opportunity for those currently seeking part-time or full-time employment within the St. Louis community.”

For more information about River City Casino, visit www.rivercity.com

Pinnacle Entertainment is an Equal Opportunity Employer.

Persons who are on the Missouri Disassociated Persons list or who have been otherwise excluded from any casino owned by Pinnacle Entertainment or its subsidiaries shall not be allowed on the River City premises. Gambling Problem? Call 1.888.BETSOFF.

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 55 table games, several restaurants, an entertainment venue and other amenities. River City Casino is scheduled to open in early March 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

All statements included in this press release, other than historical information or statements of historical fact, are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements (including statements regarding the Company's River City casino project, such as statements regarding the facilities, features and amenities of the project; the potential job creation as a result of the project; anticipated completion dates and opening dates of the project; and the anticipated cash investment of the project) are based on management's current expectations and are subject to risks, uncertainties and changes in circumstances that could significantly affect future results. Accordingly, Pinnacle cautions that the forward-looking statements contained herein are qualified by important factors that could cause actual results to differ materially from those reflected by such statements. Such factors include, but are not limited to: (a) the Company's substantial funding needs in connection with its development projects and other capital-intensive projects will require it to raise substantial amounts of money from outside sources; (b) many factors, including the escalation of construction costs beyond increments anticipated in its construction budgets, could prevent the Company from completing its construction and development projects within budget and on time; (c) the Company may not meet the conditions for receipt or maintenance of gaming licensing approvals, some of which are beyond its control; (d) the opening of the Company's River City casino project is subject to obtaining the required regulatory approvals, including approval from the Missouri Gaming Commission; and (e) other risks, including those as may be detailed from time to time in the Company's filings with the Securities and Exchange Commission ("SEC"). For more information on the potential factors that could affect the Company's financial results and business, review the Company's filings with the SEC, including, but not limited to, its Annual Report on Form 10-K, its Quarterly Reports on Form 10-Q and its Current Reports on Form 8-K.

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