

# RIVER CITY

## CASINO

### FOR FURTHER INFORMATION

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### RIVER CITY CASINO ANNOUNCES IRRESISTIBLE NEW DINING & NIGHTLIFE EXPERIENCES

**ST. LOUIS, MO (February 8, 2010)** – River City Casino, St. Louis' newest gateway to an exciting entertainment experience, announces a variety of eclectic and irresistible dining and nightlife options set to welcome visitors when the property opens on March 4, 2010, in Lemay, south St. Louis County, pending final regulatory approvals.

In addition to the exquisite fine dining of the multi-award-winning **Jeff Ruby's Steakhouse**, previously announced, River City Casino will serve up a diverse selection of culinary delights sure to please any palate and sizzling nightlife that will keep visitors energized, entertained and coming back again and again.

#### **THE GREAT FOOD EXPOSITION**

Borrowing its name from the historic Louisiana Purchase Exposition of 1904, this 350-seat buffet of global proportions will offer an abundant menu of Italian, American, Asian and seafood favorites. Guests will savor unique opportunities to interact with River City's world-class chefs as mouthwatering rotisserie-grilled meats are carved fresh on an authentic Brazilian-style Rodizio Grill and homemade pastries and pies are pulled from an old-fashioned cast iron oven, just like Grandma used.

The décor features an art gallery of nostalgic black and white photos of the World's Fair. Plaid carpets and subtle nautical cues reinforce River City's link to its neighboring waterways, imparting a casual, breezy and inviting atmosphere. .

#### **Hours of operation**

Brunch	8 a.m. to 3 p.m. - Saturday and Sunday
Lunch	11 a.m. to 3 p.m. - Monday through Friday
Dinner	4 p.m. to 10 p.m. - Monday through Thursday & Sunday
	4 p.m. to 11 p.m. - Friday and Saturday

#### **LEWY NINE'S CAFÉ**

With a respectful and decidedly playful nod to King Louis IX of France, this irreverent and elegant retro-twist on the classic '50's diner features a more fashionable edge to the traditional diner look, plus a menu of café classics sure to satisfy comfort-food cravings for breakfast, lunch and dinner, seven days a week.

Black alligator-skin counter stools line a unique curved countertop in the 110-seat dining room, complete with traditional vinyl booths, tables and chairs, where guest can indulge in classic cast-iron breakfast skillet, fluffy Belgian waffles and pancakes. Or, enjoy delicious lunch and dinner offerings ranging from

homemade soups, “big salads” and hearty sandwiches to traditional spaghetti and meatballs, crispy fish ‘n’ chips, and chicken pot pie. Featured menu items include 1904 World’s Fair favorites, such as meatloaf with mashed potatoes, and Wiener schnitzel.

**Hours of operation**

Breakfast	8 a.m. to 10 a.m. - Monday through Thursday 7 a.m. to 10 a.m. - Friday through Sunday
Lunch	11 a.m. to 5 p.m. - Sunday through Saturday
Dinner	5 p.m. to 11 p.m. - Sunday through Thursday 5 p.m. to 1 a.m. – Friday and Saturday

**1904 BEERHOUSE**

Good times are on tap at this tribute to Western Europe's classic beer halls, where beers of the world unite in a welcoming, high-energy atmosphere, dominated by a 60-foot long bar. Friends can also gather at a 20-foot long communal table in the center of the 100-seat tavern, which features more than 100 beers by the bottle and 32 on tap, including River City’s own 1904 Brewhouse Ale. The menu offers an eclectic selection of contemporary bar treats, such as Kobe beef sliders, Pot Roast poppers and Crab fritters, plus beer specialty food items designed to share and pair with complementary ales. Nosh on thick and juicy Prime Rib sandwiches, burgers and steaks, while watching your favorite sports teams on flat-screen TVs or enjoying live entertainment.

International flavors are surrounded by walls covered in hundreds of authentic German beer steins, adding an outrageous, yet elegant, touch to this unique neighborhood hangout open for lunch and dinner five days a week, and late-night dining on weekends.

**Hours of operation**

Lunch	11 a.m. to 3 p.m. - Monday through Thursday 11 a.m. to 4 p.m. - Friday through Sunday
Dinner	4 p.m. to 11 p.m. - Monday through Thursday 5 p.m. to 2 a.m. - Friday and Saturday 5 p.m. to 11 p.m. - Sunday

**BURGER BROTHERS**

River City’s spin on the classic burger joint serves mouthwatering burgers prepared with the “Handmade Burger Brothers Blend,” a secret recipe using only the highest-quality, freshest ingredients. Each burger is cooked to order and can be paired with crispy shoestring fries, a thick, spoon-able milkshake or draft beer. The casual, 50-seat dining area and quick counter service combine to create an ideal spot for grab-‘n’-go grub, seven days a week, including late-night dining.

**Hours of operation**

Lunch	11 a.m. to 5 p.m. - Sunday through Saturday
Dinner	5 p.m. to 4 a.m. - Sunday through Thursday 5 p.m. to 6 a.m. - Friday & Saturday

**JEFF RUBY’S STEAKHOUSE**

Ranked higher than any steakhouse in Chicago or New York City by the prestigious Zagat Survey, Jeff Ruby’s Steakhouse once again sets 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, vegetables and desserts.

The visually stunning architecture of the 325-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!* Guests can sit at the sushi bar under a skylight or enjoy the evening on the outdoor patio by a bronze fountain imported from Italy. A piano player elevated on stage behind the marble-topped bar adds to the festive ambiance.

**Hours of operation**

Dinner            5 p.m. to 10 p.m. - Monday through Thursday & Sunday  
                      5 p.m. to 11 p.m. - Friday and Saturday

**BARCENTRAL**

Patrons don't have to break too far away from the gaming action to be a part of the energy generated from BarCentral, located at the heart of the casino floor. Hot bar-top slots and cold drinks mix to create a lively 40-seat social centerpiece. Jet-black patent leather barstools invite guests to mingle and take in the scene that discreetly reflects in the black-mirror tile of the back bar. Choose from a wide variety of specialty drinks, prepared and served by the Ladies and Gents of River City.

**Hours of operation**

8 a.m. to 4 a.m. - Monday through Thursday  
7 a.m. to 6 a.m. - Friday and Saturday  
7 a.m. to 6 a.m. - Sunday

**JUDY'S VELVET LOUNGE**

Vibrant theatrical allure meets cliché Hollywood glam at Judy's Velvet Lounge, where a kaleidoscope of color and sparkle envelopes the stage in this lively 75-seat venue, which serves as the hub of River City's nightlife scene. Imbibe one of Judy's specialty drinks, mixed and served by the Ladies and Gents of River City, while enjoying live entertainment, special events and DJs. View all the biggest sporting events on high-definition flat-screen TVs and grab a bite from Judy's menu of hearty bar foods, including sliders, deep-dish pizza and juicy hot dogs and Brats

**Hours of operation**

4 p.m. to 4 a.m. - Sunday through Saturday

**PEET'S COFFEE & TEA**

Peet's Coffee & Tea offers guests a truly distinctive coffee experience featuring handcrafted beverages and the freshest, artisan-roasted whole-bean coffee available. Choose from a selection of superb specialty espresso drinks, along with a delicious house blend, paired with decadent baked goods, muffins, Danish, croissants and other savory items. Peet's is the perfect location for early risers or those looking for a quick afternoon pick-me-up.

**Hours of operation**

8 a.m. to 11 p.m. - Monday through Thursday  
7 a.m. to 11 p.m. - Friday through Sunday

For more information about River City Casino, visit [www.rivercity.com](http://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 on March 4, 2010, pending final approval from the Missouri Gaming Commission. View the live project webcam at [www.rivercity.com](http://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](http://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; 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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