



**PINNACLE ENTERTAINMENT, INC.**  
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**NYSE: PNK**

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**FOR FURTHER INFORMATION**

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**PINNACLE ENTERTAINMENT ANNOUNCES OPENING DATE FOR  
RIVER CITY CASINO IN SOUTH ST. LOUIS COUNTY**

ST. LOUIS, Mo., February 5, 2010 -- Pinnacle Entertainment, Inc. (NYSE: PNK) today announced that its River City® casino project in south St. Louis County, Missouri will open at 2 p.m. on Thursday, March 4, 2010, subject to final regulatory approval by the Missouri Gaming Commission. The company had previously announced a spring 2010 opening.

“We are putting the finishing touches on River City, and we think the community will be amazed by this magnificent property,” said Todd George, regional vice president-St. Louis and general manager of River City. “Pinnacle is known for creating an outstanding customer experience and River City will be no different. Our team has worked very hard on River City and we’re very excited for the community to get their first peek on March 4.”

Located in the south St. Louis County community of Lemay, River City will include a 90,000-square-foot casino with more than 2,000 slot machines and approximately 55 table games. This exciting suburban entertainment center also will feature a variety of dining options, including the award-winning Jeff Ruby's Steakhouse; a buffet with seating for more than 350; a tavern; a contemporary café; and a classic burger joint. River City represents a cash investment of approximately \$357 million, plus capitalized interest in the mid-\$20 million range, non-cash rent and operating cash. The project has generated approximately 600 construction-phase jobs and is expected to create more than 1,000 permanent jobs for the region.

"We're pleased to be opening the doors of River City on March 4, less than a month from now," said John Giovenco, Pinnacle's interim chief executive officer. "River City will be welcoming guests with a new level of entertainment in south St. Louis County, and generating tax revenues for the county and the State of Missouri. Along with Lumiere Place, its sister property in downtown St. Louis, River City represents a major investment in the future of the St. Louis area."

**About Pinnacle Entertainment**

Pinnacle Entertainment, Inc. owns and operates casinos in Nevada, Louisiana, Indiana, Missouri and Argentina. The Company has a casino development project under construction in the St. Louis area, to be called River City, which is expected to open on March 4, 2010, subject to approval by the Missouri Gaming Commission. Pinnacle is also developing a second casino in Lake Charles, Louisiana, to be called Sugarcane Bay at L'Auberge du Lac, and a casino in Baton Rouge, Louisiana.

*Boomtown, Lumière Place, River City and Sugarcane Bay are registered trademarks of Pinnacle Entertainment, Inc. All rights reserved.*