

# RIVER CITY CASINO

## **FOR FURTHER INFORMATION**

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## **PINNACLE ENTERTAINMENT LAUNCHES RIVER CITY CASINO WEBSITE -** [www.therivercitycasino.com](http://www.therivercitycasino.com)

**St. Louis, MO (June 16, 2009)** – Pinnacle Entertainment, Inc. (NYSE: PNK) announced today that it has launched the property website for River City Casino, the St. Louis region's newest entertainment destination expected to open in the first quarter of 2010, contingent on final approval from the Missouri Gaming Commission.

The property website, located at [www.therivercitycasino.com](http://www.therivercitycasino.com), currently features River City-related news, community relations information, a special section for potential vendors to register for future business opportunities, and a link to the live project webcam. Website visitors are also encouraged to sign up for the River City Casino email list to receive project updates and special offers as they become available. In addition, detailed fact sheets are available for download in the media center and artist renderings are available by request.

As the project progresses in the coming months, the site will be updated to include information about the opening of River City's employment center, job opportunities and online job application form.

Check back often, as additional information will be posted as it becomes available.

### **About River City Casino**

River City Casino is St. Louis' newest gateway to an exciting entertainment experience. Located approximately ten miles south of downtown St. Louis in the community of Lemay, the \$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 more than 50 table games, several restaurants, an entertainment venue and other amenities. River City Casino is scheduled to open in the first quarter of 2010, pending final approval from the Missouri Gaming Commission. View the live project webcam at [www.therivercitycasino.com](http://www.therivercitycasino.com)

River City Casino is the sister property of Lumière Place, a \$507 million casino hotel complex, which opened in downtown St. Louis in December 2007.

### **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 opening is dependent upon final approval by the Missouri Gaming Commission. Pinnacle is also developing a casino resort in Lake Charles, Louisiana, to be called Sugarcane Bay, and a casino resort in Baton Rouge, Louisiana. Additionally, Pinnacle owns a casino site at the heart of the Boardwalk in Atlantic City, New Jersey.

*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 future growth, anticipated milestones, completion and opening schedules of various projects, construction schedules and budgets and new development opportunities, 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) many construction-related 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; and (b) the Company may not meet the conditions for receipt of gaming licensing approvals, including for its River City project, some of which are beyond its control; and (c) 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.*