

RIVER CITY

CASINO

FOR FURTHER INFORMATION

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JEFF RUBY'S STEAKHOUSE NOW HIRING FOR RIVER CITY CASINO LOCATION Approximately 100 Additional Jobs Posted Today

ST. LOUIS, MO (December 16, 2009) – An additional 100 jobs are now available at the River City Casino in Lemay, south St. Louis County, for the **Jeff Ruby's Steakhouse**, a multi-award-winning, fine dining restaurant. The Jeff Ruby's Steakhouse jobs join more than 1,200 other newly posted positions by Pinnacle Entertainment, Inc. for the River City Casino, scheduled to open in early March 2010, pending final regulatory approvals.

Jeff Ruby's Steakhouse is offering positions in all areas of the restaurant from cooks to food servers to hostesses, as well as management and administration. Job seekers may apply online directly at www.jeffruby.com or in person at the River City Employment Center, located at 8643 S. Broadway in Lemay.

Jeff Ruby's Steakhouse is highly regarded for its tantalizing menu of USDA Prime dry-aged steaks, seafood and extensive wine list with award-winning locations in Cincinnati, Ohio, Louisville, Kentucky, and Belterra Casino Resort & Spa in Florence, Indiana.

More than 4,000 applications have been received to date for job openings at the new River City Casino. Visit www.jobsatrivercity.com for information.

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

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

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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