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**JOEL ROVICS NAMED CORPORATE CORPORTE DIRECTOR OF MARKETING FOR
GILA RIVER CASNIOS**

PHOENIX, ARIZONA- December 30, 2010- Gila River Casinos, the leader in high energy gaming entertainment in the Phoenix Valley, announced today the appointment of Joel Rovics as Corporate Director of Marketing. In his role, Mr. Rovics is responsible for the successful marketing strategies of Gila River Casinos three properties, brand management, and marketing communications throughout the Country.

“With his impressive track record, Joel brings a tremendous depth and breadth of marketing capability to Gila River Casinos,” stated George Benatz, acting Chief Executive Officer. “His experience in cultivating marketing programs for other world class casinos will be an asset as we build our brand in Arizona and nationwide.”

A master’s program graduate from St. Louis University, Mr. Rovics brings more than ten years of marketing leadership experience in the gaming industry, having worked in several senior marketing roles throughout the Country.

Most recently, Mr Rovics was the Vice President of Marketing for Seminole Hard Rock Hotel & Casino, a market leading casino, where he led a team of more than 100 people. Prior to that, he held positions at Morongo Casino and Harrah’s Casino in St. Louis among others, helping to establish the casinos long term marketing strategies.

“I am delighted to join Gila River Casinos and look forward to furthering the Enterprises visibility not only in Arizona, but across the Country as well,” said Rovics. “I chose to join Gila River Casinos because of their impressive growth and their popularity in the Valley. I look forward to working with the team to continue to build a brand, market awareness, and revenues for Gila River Casinos”.

About Gila River Gaming Enterprises, Inc.

Gila River Gaming Enterprises, Inc. owns and operates three casinos within the Gila River Indian Community including *Wild Horse Pass Hotel & Casino, Lone Butte Casino, and Vee Quiva Casino.* All three casinos are open 24 hours a day, 365 days a year. Additional information on these and other events are available by calling 1-800-946-4452, or on our website at www.wingilariver.com

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