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GILA RIVER CASINOS NAMES JOHN JAMES TO SERVE AS NEW CHIEF EXECUTIVE OFFICER

PHOENIX, ARIZONA- January 4, 2011- Gila River Casinos, the leader in high energy gaming entertainment in the Phoenix Valley, today announced that its Board of Directors has named John James as the company's Chief Executive Officer.

"In our search for a new leader, we focused our efforts on finding a seasoned casino executive to continue the prosperity Gila River Casinos has enjoyed, and to lead us into the future as we continue to develop our expansion plans," said Kenneth Manuel, President of the Board of Directors.

"John came to our attention because of his strong execution skills, his proven ability to lead top performing teams and his track record in driving revenues and profitability. He demonstrated these skills by positively turning around many of the organizations he has worked for. As we got to know John, we were impressed by his emphasis on developing internal talent, his understanding of the role of Gila River Indian Community's culture in the company's success and his personal integrity," continued Mr. Manuel.

A University of Nevada graduate, Mr. James brings more than twenty years of senior level leadership experience in the gaming industry to Gila River Casinos, having worked in several senior executive roles throughout the country.

Most recently, Mr. James was the managing partner and Chief Operating Officer for Panther Partners, LLC, a casino development company. Prior to that, James was the Chief Operating Officer for Seminole Gaming, Inc. where he led the tribe's seven casinos including two world-renowned Hard Rock Casinos.

"Gila River Casinos is a powerful brand in the Valley with a great collection of three well known and highly patronized casinos," said James. "The enterprise has accomplished a great deal through the efforts of their enormously talented team members in its relatively short history, and I look forward to working together to take Gila River Casinos to the next level. There is an extraordinary opportunity to create value for our guests and the Gila River Indian Community. I will seize these opportunities as I fulfill my new role".

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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