

PRESS RELEASE

CONTACT: Lesha N. Boggess
Delaware Nation
P.O. Box 825, Anadarko, OK 73005
Phone: 405-247-2448 Fax: 405-247-9393
lboggess@delawarenation.com

FOR IMMEDIATE RELEASE
August 6, 2009

Gold River Casino Receives Prestigious Marketing Award

[Anadarko, OK] – Delaware Nation is proud to announce that Gold River Casino received a Romero “Diamond” Award to honor its success with a “Pick Your President” promotion held during last fall’s presidential election period. This esteemed national award was presented to Casino General Manager Michael McLane and Marketing Director Tammy Ryburn on July 22 at the sixth annual casino marketing conference at Paris Casino in Las Vegas.

Named after casino marketing pioneer and author John Romero, the Romero Awards honor those gaming operators who best fulfill the spirit of John’s 45-year crusade for effective, measurable and accountable casino marketing expenditures according to BNP Media Gaming Group. Never before has marketing been such an important tool for an industry, and this award takes on a new meaning this year as the gaming industry struggles with a recession economy.

With a record setting 132 entries submitted by 35 different casinos in six categories, the competition was at an all time high. The judging criteria include the marketing or promotion concept, strategic rationale and execution; casino revenue and any other measurable results; the competitive advantage provided to the casino; and the relationship of the promotion to the casino’s customers and employees and to the community.

Each year a panel of expert judges, chaired by John Romero himself, selects winners for their excellence in casino marketing in a variety of important marketing categories. Spokeswoman Christine Faria explained the significance of this award by emphasizing the highly competitive nature of the Romero Awards. “Hundreds of casinos participate and send in dozens of entries but only a select few are recognized,” Faria said.

The categories include Direct Mail, Casino Promotions, VIP Events, PR Campaigns, Web and Email Marketing. This year's Romero Awards was emceed by noted TV personality and casino sports consultant, Al Bernstein. The four casino marketing professionals serving as judges had over 100 years combined experience in their fields. Judges were: Jackie Brett, freelance writer specializing in the Las Vegas entertainment and travel scene; Don Kennedy, Director of Marketing for Colusa Casino Resort; Amy J. Price-Fanter, Marketing Writer with Odds On Promotions; and Jack Breslin, Senior Vice President of Marketing for G.A. Wright Marketing, Inc.

For further information about the Delaware Nation, visit www.delawarenation.com