

The Wilderness at Fortune Bay Ranked as the Top Course in the State

The Wilderness at Fortune Bay was recently ranked No. 1 in Minnesota on *Golfweek's* 2010 "Best Courses You Can Play" list. This is the second year in a row The Wilderness has received this esteemed ranking.

The Wilderness was rated based on factors such as ease and intimacy of routing, natural setting and overall land plan, interest of greens and surrounding contours, variety of the holes, basic quality of conditioning, and landscape and tree management.

"It is always wonderful to have recognition from a national publication," said General Manager Tom Beaudry. "This honor reiterates and validates our continued pursuit of excellence at The Wilderness at Fortune Bay."

This ranking follows the recent National Golf Foundation award where The Wilderness at Fortune Bay was the runner-up for the highest loyalty score. The golf course was also ranked No. 35 in the nation on *Golfweek's* 2010 "Best Resort Courses" list.

WMS' Adaptive Gaming Enabled Products Surpass One Million Unique Player Log-Ins

WMS Gaming Inc. recently announced that more than one million unique player log-ins have now been created for its two Adaptive Gaming enabled slot games. One of WMS' four foundational technology platforms, Adaptive Gaming was introduced in July 2008 and is unique in the gaming industry as it provides players with the ability to unlock new features as they play and save their progress in a slot game, and then resume their play at a later time – even at a different casino. Players who have signed onto the Adaptive Gaming system can also have their accomplishments displayed on leaderboards in casinos nationwide.

In the 20 months since the first game was introduced, WMS' Adaptive Gaming products - Star Trek™ and Reel 'em In® Compete to Win games - have generated an average of approximately 2,000 new, unique player log-ins per day. Currently, more than 260 casinos have Adaptive Gaming products installed on their slot floors.

Rocket Gaming Systems Gold Series Million Dollar+ Prize Hits Again - Game Benefits NIGA

Rocket Gaming Systems announced that a lucky player at the Snoqualmie Casino in Snoqualmie, Washington became the second person to win the Gold Series® top prize, winning the prize amount of \$1,035,009.44 on February 27, 2010. The award is the largest ever for Snoqualmie Casino.

The Gold Series is an exciting new Class II game from Rocket, the business enterprise of the Miami Tribe of Oklahoma Business Development Authority (MBDA). This

is the second million dollar prize awarded by the Gold Series in three months. Not surprisingly, the Gold Series consistently ranks as one of the top performers on Native American gaming floors throughout the United States.

"It's thrilling for us to award a second top prize winner and there's a lot more to come," said Ronnie W. Harris, Chief Executive Officer of Rocket. "Players love the Gold Series games not only for the chance to win the top prize, but also for its exciting bonus rounds and its four-level progressive prizes," he added. In addition to awarding the top prize, the MBDA will make a donation to The National Indian Gaming Association (NIGA). As a major sponsor of NIGA, the MBDA donates a portion of the revenue generated by Gold Series games played at NIGA-member gaming facilities.

Tohono O'odham Nation Files Lawsuit Against the Department of Interior

The Tohono O'odham Nation filed suit March 22, 2010 in the District Court for the District of Columbia against the United States for its failure to comply with the requirements of the Gila Bend Indian Reservation Lands Replacement Act (Pub. L. No. 99-503). That federal statute requires the Secretary of the Interior to acquire for the Nation new trust land to compensate the Nation for nearly 10,000 acres of its reservation lands destroyed as a result of the federal government's construction and operation of the Painted Rock Dam.

It has been well over a year since the Nation asked the Department of the Interior (DOI) to take its Maricopa County land into trust. Even though the Bureau of Indian Affairs' Western Regional Office and BIA Headquarters stated publicly that the Nation's land meets the requirements of the Lands Replacement Act, nearly 10 months ago, DOI has failed to take the steps necessary to complete the process by which the Nation's Maricopa County land will be taken into trust. The Nation's suit seeks to compel DOI immediately to comply with its statutory and trust obligations and accept trust title to the Nation's land.

The Nation has retained Seth Waxman, former Solicitor General of the United States in the Clinton Administration, as lead litigation counsel. Waxman is currently head of the Supreme Court and Appellate Litigation practice at Wilmer Hale in Washington, D.C.

Ned Norris Jr., Chairman of the Tohono O'odham Nation, said, "We have tried very hard to work with, not against, the Department, but at some point it became clear that the Department has simply stopped processing the Nation's application. The decision to sue was a difficult one, but the Department of Interior's failure to be responsive to our request has left us no other alternative."

Recently a state court decision called into question whether a portion of the Nation's land is eligible to be

acquired in trust. Chairman Norris made clear that “while we strongly disagree with the state court’s decision, the fact is that this decision only affects a portion of our Maricopa County lands. We expect the Department to finish the fee-to-trust process for the portion of our land that is unaffected, as the eligibility of that portion of our land has never been in doubt.”

Casino Advertising Agency Caliente Ink Dominates the Field with 13 Wins at the 2010 ADDY Awards

The four-year-old advertising agency won seven Silver ADDYs and six Bronze ADDYs for its work on campaigns including the grand opening of The Show concert theatre at Agua Caliente featuring Billy Joel, Martina McBride and Matchbox Twenty. Caliente Ink also won awards for its websites, sales promotions videos, radio, and print campaigns.

The ADDY win is the latest in a string of victories for the Caliente Ink team led by Executive Director of Marketing Phil Cooper, and includes Art Director Ed Huber, Associate Art Director Andrea De Francisco Shek, Graphic Artists Martin Foster and Frank Blenman, Production Manager Kathryn Barta, and Communications Manager and Copywriter Therese Everett-Kerley. In its young history, the team has attracted national attention by repeatedly taking top honors at the Electronic Media Awards in Las Vegas and, of course, the ADDY Awards.

The annual ADDY awards are conducted by the American Advertising Federation. Gold winners from this market will go on to district competitions and then to the national ADDY awards competition, which is considered to be one of the most esteemed within the advertising industry.

Cherokee Nation Entertainment Receives National Award for Economic Empowerment

Cherokee Nation Entertainment is making national headlines in business and the tribal communities for its initiative to partner with Native American-owned businesses. The National Center for American Indian Enterprise Development recently awarded the Cherokee Nation-owned company the Tribal Gaming Visionary Business Empowerment Award at its annual conference in Las Vegas.

The award is presented to a tribal enterprise for innovative products or services offered, contributions to the American Indian community and the outstanding achievement of leadership.

“Having worked with CNE, I see how they always take the initiative to put Native people to work,” said Margo Gray-Proctor, Chairwoman of the National Center for

American Indian Enterprise Development. “They don’t do it because they have to; they do it because it’s the right thing to do, to strengthen and advance our Native people.”

Through the Tribal Employment Rights Office, CNE continually exceeds the national tribal gaming norm by utilizing Native-owned businesses at a rate of 70 percent. In 2008, CNE contracted \$92 million with businesses certified through TERO. CNE typically does business with more than 170 TERO vendors throughout the year, of which 75 to 100 vendors are on a regular monthly basis.

The award also recognized CNE for its exemplary leadership in the gaming industry and its commitment to hiring Native Americans at its many business entities, including eight casino locations. CNE currently employs more than 3,600 people, and 68 percent of the workforce is Native American.

St. Croix Chippewa Secure Funding to Complete Danbury Casino Project

The St. Croix Chippewa of Wisconsin have announced that funding has been secured for the completion of their new casino in Danbury. A total of \$55 million will be available to the tribe for the construction project. Heartland Business Bank of Green Bay, WI, is funding a \$17M conventional loan for construction and a \$38M loan guaranteed by the Department of the Interior. Loan papers were signed at a special ceremony at the Hole in the Wall Casino & Hotel in Danbury on March 11.

The tribe projects completion of the new facility by July 1. When completed, the new casino will feature over 400 slots and 12 table games, a new restaurant, buffet, deli bar and lounge. The facility will also include a convention center and an attached 50-room hotel with an indoor pool.

Gaming Standards Association Creates Game Authentication Committee to Develop an EGM Validation Protocol

In today’s gaming industry, there are three software concerns at the gaming device level. First, there is not an accepted standard for validating machine software at the machine; second, multiple versions of the game authentication terminal are being used for verification; and third, there is not a common or recommended method for validating files on high capacity storage media. To help operators, regulators and suppliers resolve this situation, the Gaming Standards Association has created the Game Authentication Terminal (GAT) Committee.

Comprised of GSA members from around the world, the newly formed committee will work to formalize a common GAT protocol interface for use in verifying the software on a gaming device by physically connecting to the gaming device. The committee will also define a common method of validating software from high

capacity storage devices, such as CDROM, DVD, hard drive and disk-on-chip.

GSA President Peter DeRaedt said, "The lack of standardization in this area is a concern because it complicates a very important process and adds undue costs for everyone involved. As is the case with all of GSA's standards committees, the work that comes out of GAT will benefit the entire industry by solving a problem, reducing costs and creating a standard that will be globally acceptable."

FutureLogic Granted Patent for Dual-Port Promotional Gaming Printer

FutureLogic, Inc., recently announced that the U.S. Patent and Trademark Office recently issued U.S. Patent No. 7,594,855 titled, "Method and Apparatus for Gaming Promotional Printer," for a Gaming Promotional Printer that is connected to a gaming machine via a main communication port and separately connected to a promotional coupon controller via an auxiliary communication port. Additionally, FutureLogic, Inc. was issued U.S. Patent No. 7,666,078 for a Financial Transaction Printer with Promotional Printing Capabilities and Australian Patents AU2008201594 for a Gaming Promotional Printer and AU2003248926 for a Gaming Machine Printer.

"These patents are representative of FutureLogic's innovative approach to gaming printer technology and our promotional couponing expertise," said Eric Meyerhofer, FutureLogic CEO. "We are proud of this achievement and look forward to working with casinos and our EGM customers to implement this exciting technology in our products."

Shakopee Mdewakanton Sioux Community Unveils New Media Sites

In recent weeks, the Shakopee Mdewakanton Sioux Community has joined the more than 3,000,000 active pages on Facebook by introducing several social media sites. As of February 2010, more than 400,000,000 users were signed up on Facebook, using 65 different languages in more than 170 countries.

Facebook pages for Dakotah! Sport and Fitness, Playworks, The Meadows at Mystic Lake, and the Shakopee Dakota Convenience Stores all have gone live with photos and a live feed containing up to the minute news, promotions, and updates. A Wacipi Facebook page is planned for the coming months.

"We're excited to embrace this social media networking to bring our enterprises and guests together," said SMSC Tribal Administrator Bill Rudnicki. "It's a constantly evolving medium and we want to keep up as much as possible."

The SMSC began posting YouTube videos in the fall of

2009 with footage from a special "Honoring Our Veterans" ceremony at the Mall of America. That was quickly followed by the Wacipi 2009, the dedication of the Minnesota Tribal Nations Plaza at the University of Minnesota TCF Bank Stadium, the assembly of the wind turbine, the "Dakotah! Sport and Fitness Ice Skating Exhibition," and a "Building History 2009" of the SMSC. Altogether the SMSC has posted 17 different YouTube videos.

On the SMSC Facebook pages, fans can sign up for exclusive offers and invitations, view hours, photos, basic information, and holiday closures. Polls are conducted, videos posted, and updated information about specials provided.

Dakotah!'s site was first introduced at the beginning of the new year. "We found the Facebook Fan Page to be helpful during icy weather conditions when we needed to cancel a few classes," said DSF Director Tad Dunsworth. "We have also had several interesting discussions started by our members using the site."

Barona Resort & Casino and Fine Point Group Partner On Algorithm-Based Marketing Initiative

Executives from Barona Resort & Casino and The Fine Point Group recently announced an initiative to revolutionize Barona's database marketing strategy. In the first phase of this project, which began in January, The Fine Point Group identified significant opportunity to grow revenues profitably for Barona and, moving forward, both organizations are partnering on seamless implementation.

"There is no casino operator more admired for its culture of innovation than Barona," said Amanda Totaro, Senior Vice President with The Fine Point Group. "We are honored to have had the opportunity to leverage our Algorithm-Based Marketing® (ABM) intellectual property by marrying it to a team of executives that has as great an understanding of their customers and local market dynamics as we have ever seen." We are equally thrilled to begin the implementation phase of this project, as the execution of our strategies will greatly enhance the customer experience at Barona." The technology has been used extensively in tribal gaming, including at the Chehalis Tribe's Lucky Eagle Casino, where it led to 36% growth in active customer revenue.

"At Barona, we are proud of our hard-earned reputation for world-class customer satisfaction and marketing," said Lee Skelley, Executive Vice President of Barona Resort & Casino. "But even the best operators know that bringing in a fresh set of eyes is certain to yield incremental results, and we are excited to be working with The Fine Point Group to take both our database marketing and world-famous customer service to the next level." ♣