



FOR IMMEDIATE RELEASE

## **RED HAWK CASINO INTRODUCES LOYALTY CLUB**

*Players are encouraged to sign up on the new  
Red Hawk Casino Web site prior to grand opening*

PLACERVILLE, Calif. – October 23, 2008 – Red Hawk Casino announced today details for its Red Hawk Rewards Club, a free, incentive-based program rewarding its most loyal customers with exclusive jackpots, discounts, invitations to special events and thrilling promotions. Players can sign up for a Red Hawk Rewards Club card before the casino opens on the newly enhanced Red Hawk Casino Web site, which contains exciting details on the casino’s restaurants, games and amenities.

“Although Red Hawk Casino will not open until later this year, we are encouraging everyone to go to our Web site at [www.redhawkcasino.com/club](http://www.redhawkcasino.com/club) to register for a free Red Hawk Rewards Club card,” said Peter Fordham, general manager of Red Hawk Casino. “Red Hawk Rewards is the ultimate player loyalty program, offering access to exclusive members-only jackpots up to \$100,000 and the ability to earn points redeemable for a variety of exciting offers.”

Players can sign up online by filling out basic contact information at [www.redhawkcasino.com/club/](http://www.redhawkcasino.com/club/). Players who register in advance of the casino’s opening will receive their Red Hawk Rewards Club card and bonus free slot play in their mailbox prior to grand opening.

The Red Hawk Rewards Club offers members the opportunity to earn points every time they play slot machines. To accommodate all levels of play, the Club will open with Gold, Platinum and Elite membership tiers. Accumulated points can be redeemed for free slot play, merchandise in the gift shop, Kids Quest hourly child care, and any of the casino’s six restaurants. Players will automatically achieve Gold status when they enroll in the Red Hawk Rewards Club. To achieve Platinum status, players must accumulate 60,000 points. For Elite status, which also provides access to express line passes, local hotel discounts and a VIP phone line, players must accumulate 150,000 points. Additional details on how points can be earned will be released prior to opening.

An additional benefit for Club members is the opportunity to win exclusive Red Hawk Rewards Jackpots, which are randomly awarded to individuals playing with their Red Hawk Rewards Club card.

“Red Hawk Rewards Jackpots will add an entirely new level of excitement to the gaming experience at Red Hawk Casino,” added Peter Fordham. “We encourage all players to check the Red Hawk Casino Web site regularly for updates on special promotions and information on the grand opening.”

**About Red Hawk Casino**

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The Red Hawk Casino is owned by the Shingle Springs Tribal Gaming Authority, an instrumentality of the Shingle Springs Band of Miwok Indians. It is scheduled to open in December, 2008 near Placerville, Calif., located off of Highway 50, just 30 minutes east of Sacramento. The project is being managed by Lakes Entertainment, Inc. and will blend a full complement of gaming excitement with the natural beauty of Northern California. Once complete, Red Hawk Casino will feature 2,000 slot machines, 75 table games, six restaurants, four bars, and lighted, covered parking. More information can be found at [www.redhawkasino.com](http://www.redhawkasino.com).

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