



PRESS RELEASE

FIREKEEPERS

CASINO • BATTLE CREEK

FireKeepersCasino.com

FOR IMMEDIATE RELEASE

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FireKeepers Casino to Open in Early August

The hottest month of the year will mark the opening Michigan's hottest new gaming and entertainment destination—FireKeepers Casino in Battle Creek. Today the property announced that it will open its doors in early August.

“Our Tribal members, the local community and our new team members have all been looking forward to opening the doors in early August,” said Laura Spurr, Chair of the Nottawaseppi Huron Band of the Potawatomi. “The project is right on schedule and now the countdown has begun as we are just a few months away.”

When open, FireKeepers will have a 107,000-square foot gaming floor complete with 2,680 slot machines, 78 table games, a live poker room and bingo room. FireKeepers will also offer five distinctive restaurants, multiple lounges and entertainment venues.

Guests do not need to wait until August to experience the casino's excitement. The FireKeepers' website, www.FireKeepersCasino.com, lets them sign up for FireKeepers' Red Hot Rewards Club (must be 21 years or older), purchase FireKeepers merchandise and preview the great dining, gaming and entertainment that will be available.

Red Hot Rewards Club Members can immediately start earning points and win cash by playing any of the site's free online casino games.

“We are thrilled to announce that we are opening in early August. FireKeepers will give the region a variety of first-class dining and entertainment options,” said R. Bruce McKee, General Manager for FireKeepers Casino. “We encourage future guests to visit our website today and get ready for our opening by signing up for our Red Hot Rewards Club.”

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FireKeepers is still in the process of filling its 1,500 positions. Individuals interested in applying can visit www.FireKeepersCasino.com.

About FireKeepers Casino

FireKeepers Casino is located just off Interstate 94 at Exit 104, minutes east of Battle Creek, Mich. When completed in August 2009, the property will have a 107,000-square foot gaming floor with 2,680 slot machines, 78 table games, a live poker room and bingo room. FireKeepers will also offer five distinctive dining destinations and multiple lounges and entertainment venues. For more information visit www.FireKeepersCasino.com.

FireKeepers Casino is owned and operated by the Nottawaseppi Huron Band of the Potawatomi and managed by Gaming Entertainment (Michigan), L.L.C. (GEM) a joint venture between Full House Resorts, Inc. which develops, manages, and invests in gaming-related opportunities, and RAM Entertainment, L.L.C. a privately owned investment company.

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