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The MICHIGAN GAMING Newsletter



MICHIGAN GAMING CONTROL BOARD RELEASES DETROIT CASINO REVENUES FOR AUGUST, 2012

The Michigan Gaming Control Board (“MGCB” or “Board”) released the August, 2012 total adjusted revenue figures for the three Detroit casinos – MGM Grand Detroit Casino, MotorCity Casino and Greektown Casino. Overall, revenue for the Detroit Market was up 1.6% in August, 2012 from the same reporting period last year. Specifically, revenue for MGM Grand Detroit Casino, MotorCity Casino, and Greektown Casino was up by 0.4%, 0.2%, and 5.8%, respectively during August, 2012 in comparison to the same month last year.

Month in 2012	Total Adjusted Revenue 2012		
	MGM Grand Detroit	MotorCity Casino	Greektown Casino
	Total Adjusted Revenue	Total Adjusted Revenue	Total Adjusted Revenue
January	\$47,869,082.24	\$36,708,630.10	\$29,607,452.04
February	\$53,443,696.53	\$42,922,456.88	\$32,560,470.47
March	\$57,181,553.70	\$43,543,183.32	\$34,602,503.13
April	\$52,125,745.86	\$39,350,932.55	\$31,868,439.41
May	\$51,719,743.97	\$36,964,111.37	\$29,720,467.91
June	\$47,326,715.28	\$36,905,378.50	\$27,259,606.31
July	\$48,820,780.88	\$34,988,360.07	\$28,194,024.07
August	\$49,759,221.09	\$38,102,330.20	\$29,065,619.31
Total	\$408,246,539.56	\$309,485,382.99	\$242,878,582.65

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Month in 2012	Total Adjusted Revenue 2012		
	All Detroit Casinos		
	Total Adjusted Gross Receipts	Total State Wagering Tax	Total Detroit Wagering Tax
January	\$114,185,164.38	\$9,248,998.32	\$12,446,182.92
February	\$128,926,623.88	\$10,443,056.60	\$14,053,002.00
March	\$135,327,240.15	\$10,961,506.45	\$14,750,669.18
April	\$123,345,117.82	\$9,990,954.54	\$13,444,617.84
May	\$118,404,323.25	\$9,590,750.18	\$12,906,071.23
June	\$111,491,700.09	\$9,030,827.71	\$12,152,595.31
July	\$112,003,165.02	\$9,072,256.37	\$12,208,344.99
August	\$116,927,170.60	\$9,471,100.82	\$12,745,061.60
Total	\$960,610,505.19	\$77,809,450.92	\$104,706,545.07

All three casinos are subject to a wagering tax of 19%, with 10.9% of this levy to go to the City of Detroit, and 8.1% to be paid to the State of Michigan.

The market shares for MGM Grand Detroit, MotorCity Casino, and Greektown Casino for August 2012 were 42%, 33%, and 25% respectfully.

The figures released by the Michigan Gaming Control Board are the gross receipts less winnings paid to wagerers. The figures do not include: 1) any fees or other relevant city, state or federal taxes; 2) wages and benefits paid to casino employees; 3) payments to suppliers, service providers or vendors; and 4) other normal business expenses.

MICHIGAN GAMING CONTROL BOARD RELEASES 2012-2013 FISCAL YEAR MEETING SCHEDULE

On Friday, September 14, 2012, the Michigan Gaming Control Board (“MGCB”) released its regular public meeting schedule for the 2012-2013 fiscal year. The schedule notes that the November meeting date has been cancelled and includes nine public meetings throughout next year, including the following dates:

- Tuesday, October 23, 2012 at 9:30a.m.
- Tuesday, November 13, 2012 at 9:30a.m.
[CANCELLED]
- Tuesday, December 11, 2012 at 9:30a.m.
- Tuesday, February 12, 2013 at 9:30a.m.
- Tuesday, March 12, 2013 at 9:30a.m.
- Tuesday, April 9, 2013 at 9:30a.m.
- Tuesday, May 14, 2012 at 9:30a.m.
- Tuesday, June 11, 2013 at 9:30a.m.
- Tuesday August 13, 2013 at 9:30a.m.

All meetings are scheduled to be held at the MGCB’s Detroit office, located at Cadillac Place, 3062 W. Grand Boulevard, L-700, Detroit, Michigan.

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ATTORNEY GENERAL FILES SUIT TO PREVENT LANSING CASINO

On Friday, September 7, 2012, Michigan Attorney General Bill Schuette filed a Complaint and a Motion for Preliminary Injunction to prevent the Sault Ste. Marie Tribe of Chippewa Indians (“Tribe”) from moving forward with plans to open an off-reservation casino in downtown Lansing. The lawsuit follows a letter issued in May of this year by Schuette to the federal government expressing the state’s concerns that the new facility would violate federal law and the Tribe’s gaming compact with the state.

The Complaint filed on Friday seeks both a declaratory ruling on whether the proposed casino is legal and asks for the court to enjoin the Tribe from allowing any gaming to occur onsite. The state has alleged that the Tribe would violate provisions of its gaming compact with the state, that the Tribe is violating the Indian Gaming Regulatory Act and the Michigan Gaming and Revenue Act, and that the operation of the facility would constitute a “nuisance” under Michigan law. Specifically, the Complaint alleges that the Tribe would be violating the revenue sharing portions of its gaming compact with the state as well as federal law by constructing a casino on land that has not been properly deemed eligible for casino gaming use by the federal government.

Also on Friday, the state filed a Motion and Brief in Support for a Preliminary Injunction to prevent the Tribe from approaching the federal government for the approvals needed to make the land eligible for a casino. The Brief in Support focuses on the Tribe’s alleged violation of its gaming compact with the state by failing to enter into a revised revenue sharing agreement once it decided to seek an additional casino.

The state has requested an oral argument on the Motion for Preliminary Injunction but none has been scheduled by the court at this time.

The Tribe, together with Lansing Mayor Virg Benero, announced its intent to work with the City of Lansing on developing a downtown casino in January of this year. The project, tentatively named Lansing Kewadin Casino, would be located

next to the Lansing Center. Mayor Benero has been a strong supporter of the project.

MGM RESORTS INTERNATIONAL RECOGNIZED AS BEST COMPANY FOR DIVERSITY BY HISPANICBUSINESS MEDIA

On Monday, September 10, 2012, MGM Resorts International (MGM) announced that it has been selected as one of the nation’s “2012 Best Companies for Diversity” by *HispanicBusiness Media*, a leading publishing and information services company for Hispanic professionals and entrepreneurs.

MGM was recognized for its Hispanic hiring, promoting, marketing, philanthropy, and supplier diversity efforts and earned the number 26 spot out of 55 companies that were selected. MGM is the only gaming corporation to rank in this year’s competition.

“Top companies on this year’s list went well beyond workforce diversity initiatives and implemented strategies to reach more Hispanic consumers and increase their procurements with minority- and Hispanic-owned suppliers,” stated Bill Krutzen, Director of Operations for *HispanicBusiness Media*.

Other well-known companies that received the “2012 Best Companies” award are: Aflac, Inc., American Express Co., The Coca-Cola Co., General Mills, and Southwest Airlines.

“On behalf of our 62,000 employees, it is an honor to be recognized by *HispanicBusiness Media* as a national leader in Diversity,” said Jim Murren, Chairman and CEO of MGM Resorts International. “We consider the inclusion of Hispanic employees in our workforce and Hispanic-owned businesses in our company commerce a priority as a leading company, but also important from a diversity standpoint as it

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brings substantial benefits by helping us better serve the needs of customers of various backgrounds.”

For more information regarding *HispanicBusiness Media's* “2012 Best Companies for Diversity,” please visit www.hispanicbusiness.com.

AGA ANNOUNCES FINALISTS FOR 12TH ANNUAL GAMING INDUSTRY COMMUNICATIONS AWARDS AND LIFETIME ACHIEVEMENT AWARD

The American Gaming Association (AGA) today announced the finalists for the 2012 Gaming Voice Awards, which recognize the gaming industry's top achievements in public relations, marketing, advertising and financial and corporate communications.

The finalists, which represent 23 gaming companies, properties, suppliers and organizations from 12 states and provinces, were named in 15 categories, including best annual report; best customer and employee publications; best print, outdoor, radio and television advertisements; best mobile marketing; best direct mail; best digital direct mail; best website; best social media program and best communications and multi-format advertising campaigns. A panel of judges with expertise in advertising, marketing, public relations, Internet design, graphic arts, and financial communications evaluated 233 entries to determine the 47 finalists.

“This year, we received the second highest number of entries in the history of the awards, and the quality of entries certainly matched the quantity,” said Frank J. Fahrenkopf, Jr., president and CEO of the AGA. “Cutting through the clutter to connect with potential customers is no small feat in a world crowded with advertising and marketing messages, but this year's finalists have been successful doing just that and should be commended for making a difficult job look easy.”

Gaming Voice Awards will be presented at the AGA Communications Awards Presentation, which is held in conjunction with Global Gaming

Expo (G2E), on Wednesday, Oct. 3, from 12:45 p.m. to 2:00 p.m. at the Sands Expo and Convention Center.

The AGA also will honor Roger Gros, publisher of *Global Gaming Business* magazine, with the 2012 Lifetime Achievement Award for Gaming Communications. In addition to being the force behind the leading trade publication for the gaming industry, Gros has been president of Casino Connection International (CCI), the magazine's parent company, since 2001. CCI also publishes *Casino Design* magazine, *Tribal Government Gaming* magazine, *G2E Preview* magazine and *GGB News*, the only weekly online magazine covering the gaming industry. Prior to his role at CCI, Gros was vice president of Casino Journal Publishing Group from 1984-2000, and he was the founding editor of *Casino Player* magazine and editor of *Casino Journal* and the *National Gaming Summary*.



Roger Gros

“Over the course of nearly three decades reporting on this industry, Roger has broken the stories about the people, products and trends that have moved all sectors of gaming forward,” Fahrenkopf said. “His integrity and knowledge benefit us all, and his publications are certainly must-reads for anyone looking to keep up with our industry.”

The AGA Communications Awards are made possible with support from Piercy Bowler Taylor & Kern (PBTk) and Global Gaming Expo (G2E).

For more information about the AGA and the commercial gaming industry, visit the AGA website at www.americangaming.org, like on Facebook at www.facebook.com/americangaming and follow on Twitter at www.twitter.com/agaupdate.

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2012 AGA Communications Awards Finalists

Best Annual Report

MGM Resorts International – 2010 Diversity and Philanthropy Report (Assisting Agency: Crear Creative Group)

MGM Resorts International – The Astonishing World of MGM Resorts (Assisting Agency: SK+G Advertising)

WMS Gaming Inc. – WMS Annual Report 2011 (Assisting Agency: Curran & Connors)

Best Communications Campaign

High 5 Games – Establishing the H5G Brand International Game Technology (IGT) –

Ghostbusters Campaign (Assisting Agency: Allison + Partners)

Mandalay Bay Resort and Casino - Resortist Campaign (Assisting Agency: Rubin Postaer and Associates)

Best Customer Publication

Bally Technologies, Inc. – Bally Buzz

International Game Technology (IGT) – G2E Asia Product Guide

MGM Resorts International – M Life Magazine (Assisting Agency: Custom Publishing Group)

Best Digital Direct Mail

Bally Technologies, Inc. – Elite Bonusing Suite/iView DM PURL Website

High 5 Games – The Slot Report

Northern Quest Resort & Casino – Fuel & Fun (Assisting Agency: Hanna & Associates)

Best Direct Mail

Bally Technologies, Inc. – Michael Jackson Poster (Assisting Agency: G Creative)

Hard Rock Hotel and Casino Biloxi – New Year's Eve Invite (Assisting Agency: Red Square Agency)

Hard Rock Hotel and Casino Tulsa – Halloween Invite (Assisting Agency: Red Square Agency)

Seminole Casino Coconut Creek – \$200k

Blackjack Tournament Invite (Assisting Agency: RPM Advertising)

Best Employee Publication

Bally Technologies, Inc. – Your Voice

Pinnacle Entertainment, Inc. – My PNK Magazine (Assisting Agency: viadesign)

Seminole Gaming – The All You Review (Assisting Agency: Pace Communications)

Best Mobile Marketing

Bally Technologies, Inc. – UC9 App

International Game Technology (IGT) – MJP

Mobile App (Assisting Agency: JoinGo)

Seminole Hard Rock Tampa Hotel & Casino –

Seminole Hard Rock Tampa Mobile App

(Assisting Agency: One Trick Pony)

Best Multi-format Advertising Campaign

Ameristar Casinos, Inc. – Quadricorn (Assisting Agency: Cannonball)

Bally Technologies, Inc. – Grease (Assisting Agency: Eurie Creative)

Bally Technologies, Inc. – Michael Jackson Marketing Campaign (Assisting Agency: G Creative)

Chance of Winning (Assisting Agency: Masterminds Advertising)

Best Outdoor Advertisement

Empire City Casino – Mannequin (Assisting Agency: DDB NY)

Fallsview Casino Resort – Chip Climber (Assisting Agency: Blammo Worldwide)

International Game Technology (IGT) – Dark Knight Billboard/Walt Whitman Bridge

Best Print Advertisement

Bally Technologies, Inc. – Vegas Hits Road Trip (Assisting Agency: G Creative)

Northern Quest Resort & Casino – Set Your Alarm (Assisting Agency: Hanna & Associates)

Prairie Meadows Racetrack & Casino – Live Racing Starts Tonight

Best Print Advertising Campaign

Bally Technologies, Inc. – Lightning Jackpot (Assisting Agency: G Creative)

Grand Victoria Casino – Excite Your Senses (Assisting Agency: The Glenn Group)

Prairie Meadows Racetrack & Casino – Hotel Now Open

Seminole Casino Coconut Creek – NYY Steak (Assisting Agency: The Glenn Group)

Best Radio Advertisement

Empire City Casino – Mondays (Assisting Agency: DDB NY)

Empire City Casino – Basement (Assisting Agency: DDB NY)

FireKeepers Casino – Red Lightning Jackpots Public Service Announcement/Caution: Severe

Best Social Media Program

Boyd Gaming Corporation – B Connected Social
Caesars Entertainment – Escape to Total
Rewards (Assisting Agency: Mr. Youth New
York)
Pinnacle Entertainment, Inc. – Elvis the King
Facebook Photo Contest (Assisting Agency:
Masterminds Advertising)

Best Television Advertisement

Ameristar Casinos, Inc. – Fortune Firecracker
(Assisting Agency: Cannonball)
Feather Falls Casino – Cash Cow (Assisting
Agency: The Glenn Group)
Viejas Casino – The Buffet (Assisting Agencies:
Prinpictures and VEMP)

Best Website

Boyd Gaming Corporation – B Connected
Online – www.bconnectedonline.com/bco
Northern Quest Resort & Casino –
www.northernquest.com (Assisting Agency:
Hanna & Associates)
Shuffle Master, Inc. – ir.shufflemaster.com

*If you are interested in attending or gaining more
information on the AGA Communications Awards
Presentation, please contact Brian Lehman at 202-
552-2680.*