

BOYD BUZZ

Spring '11

FIRE and ICE

The average daily temperature in Atlantic City may have been below freezing in late January, but inside the **Borgata** Event Center it was hot, hot, hot.

Borgata hosted its sixth annual Borgata Winter Poker Open tournament series just after the New Year. The 17-day series began January 19 and concluded with the \$2 million Winter Poker Open Championship event, January 30 - February 4. The event featured a wide array of tournaments, including No Limit Hold'em, No Limit Hold'em 6-hand max, Seniors No Limit Hold'em, Ladies No Limit Hold'em, Deep Stack No Limit Hold'em, Limit, Seven Card Stud, Heads Up Double Elimination, and mixed events.

"We were excited to kick off 2011 with our sixth annual Borgata Winter Poker Open, which continues to be the premier tournament on the East Coast," said Joe Lupo, Senior Vice President of Operations for Borgata.

In addition to packing the house, Borgata reached out to poker fans everywhere through social media. Enthusiasts could follow all of the action on Twitter (@BorgataPoker), as well as on the event's official blog (<http://borgatawpo2011.blogspot.com/>) where frequent updates and photos were posted.

Last year's Winter Poker Open series attracted more than 13,600 participants and paid out more than \$8 million in prize money. Final totals for 2011 are expected to rival previous success.

Vadim Shlez of Manalapan, NJ was crowned the 2011 Champion, joining Jeffrey Madsen (2010), Steven Weinstein (2009), Gavin Griffin (2008), John Hennigan (2007) and Michael "The Grinder" Mizrachi (2006) on the distinguished list of Borgata Winter Open Champions.



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HOTEL CASINO & SPA

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NASCAR RACES INTO VEGAS

Every spring brings the thrill of NASCAR to Las Vegas, and nowhere is it more exciting than at Boyd Gaming. This is the 14th year we've sponsored the Sam's town 300, and every year the action gets better and better -- both on the track and off!

Boyd Gaming is the longest-running sponsor of a NASCAR Nationwide Series event. Every year we offer our guests packages that include the best available seats for the races at Las Vegas Motor Speedway, as well as lodging and transportation to and from the track.

This year's events, held March 3-6, kicked-off with a special appearance by Jimmie Johnson. Johnson is the current NASCAR Sprint Cup champion and the only driver to win five consecutive championships. The question and answer session, held at Sam's Town Saloon and Gambling Hall, was co-hosted by Chris Myers and Jeff Hammond of FOX Sports. Johnson answered questions from fans for an hour and signed autographs for all. Other autograph sessions held at Sam's Town and Suncoast featured drivers Greg Biffle, David Ragan, David Reutimann and Regan Smith.

The Sam's Town 300 was won by popular veteran Mark Martin. The exciting day was capped off with a concert by Uncle Kracker at Sam's Town. All in all, it was another great weekend of racing action in Las Vegas. Thousands of guests stayed with us and enjoyed our unique Boyd Style of hospitality!



Holiday Hope

To make the holiday season a bit brighter for local charities, **Delta Downs** hosted its 3rd Annual "Trees of Hope" charity fundraiser in December, a competition that awards \$10,000 to 15 local charitable organizations.

Sam's Town Shreveport has also sponsored a Trees of Hope competition in years past, and this year all the Boyd Gaming properties in the Midwest and South Region joined the fun.

Charitable organizations were provided 12-foot trees and invited to decorate them for a public display at the Boyd Gaming properties. Members of the public were invited to visit and vote for their favorite tree. Cash prizes were awarded to the top three favorites, as well as several runner-ups.

"This contest is a great way to spread holiday cheer and support good causes," said Steve Kuypers, Vice President and General Manager of Delta Downs.



FIRST PLACE WINNER: TEAM MATTHEW

q&a with Bill Boyd

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a

Why did we decide against buying MGM's half of the Borgata?

We did take a close look at this opportunity, but at the end of the day, we decided it just didn't make sense for our Company right now. At the moment, we're looking at a number of other investment options, including paying down our Company's debt. Compared against those other alternatives, buying the other half of Borgata would not provide a sufficient return on our investment.



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Does this mean we have concerns about Borgata's popularity?

Absolutely not! Borgata is clearly the premier destination resort in the Northeast, and it remains Atlantic City's most popular and profitable gaming property. Despite new competition in Pennsylvania and elsewhere, the Borgata remains a unique entertainment experience, and customers continue to make the trip to visit us. We are confident in Borgata's future, and comfortable with our current status as the property's managers and 50 percent owners.



Looking SHARP

Boyd Gaming cares about its guests, employees and communities, and has made a substantial commitment to protecting their health and well-being.

"Maintaining a high focus on safety is not just good for business, it is the right thing to do. Our commitment to safety is a natural outgrowth of our company's traditions," said Vice President of Safety Dennis Siano. "Although we have grown into a large company, we still have the traditions and values of a family-owned business, and our concern for our customers and employees is genuine."

Boyd Gaming has extensive safety policies in place that apply to every one of our facilities and corporate offices. They are supported by safety programs developed specifically for each of our individual properties.

We're proud that several of our Nevada properties have been recognized by the Occupational Safety and Health Administration (OSHA) for their outstanding safety programs by being designated with "SHARP" status. SHARP is given in recognition of an exceptional commitment to safety, and it comes as the result of a lot of hard work and dedication on the part of employees.

Eldorado and **Jokers Wild** were the first properties in Southern Nevada to receive SHARP status. Most recently, the **Fremont** was given SHARP status, and the **Suncoast** followed shortly thereafter. Eventually, the plan is for every Nevada Boyd Gaming property to qualify for SHARP.



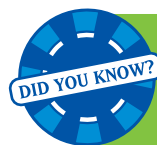
ABOVE: PICTURED FROM LEFT: JIM SULLIVAN, GENERAL MANAGER JOKERS WILD AND ELDORADO; KEITH SMITH, PRESIDENT AND CEO; BILL BOYD, EXECUTIVE CHAIRMAN; DONALD JAYNE, ADMINISTRATOR FOR THE DIR; JAN ROSENBERG, DEPUTY ADMINISTRATOR FOR THE DIR; JOE NUGENT, CHIEF ADMINISTRATIVE OFFICER OSHA SCATS.



ABOVE RIGHT: PICTURED FROM LEFT: BILL BOYD, EXECUTIVE CHAIRMAN; JIM SULLIVAN, GENERAL MANAGER JOKERS WILD AND ELDORADO; KEITH SMITH, PRESIDENT AND CEO; JAN ROSENBERG, DEPUTY ADMINISTRATOR FOR THE DIR; JOE NUGENT, CHIEF ADMINISTRATIVE OFFICER OSHA SCATS; DONALD JAYNE, ADMINISTRATOR FOR THE DIR



RIGHT: FREMONT SAFETY COMMITTEE



If you only run your clothes washer and dishwasher when they are full, you could save up to 1,000 gallons of water a month. For more water conservation tips go online to wateruseitwisely.com

"BIG RACE" GETS A MAKEOVER

For more than 30 years, **Delta Downs** has been the go-to venue for exciting horse racing in southwest Louisiana. This year, one race in particular not only captured the hearts of locals, it also reached thousands more thoroughbred-horse-racing enthusiasts nationwide. The race, which just had its 8th running, has a new name: \$1,000,000 Delta Downs Jackpot.

The new name, a new logo and a new marketing strategy were integrated to up the ante in 2010. The day's race card featured eight stakes races with purses totaling more than \$2.4 million, all part of "Louisiana's Richest Day of Horse Racing."

In addition to capturing a \$600,000 purse, the winner of this year's race (20-1 long shot) "Gourmet Dinner" is all but guaranteed a spot in the 2011 Kentucky Derby. As the Delta Downs races has grown in popularity and reputation, the quality of competitors has also increased. This year, eight out of 10 of the horses were nominated for the Kentucky Derby.



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Can I Check My 401(k) Account From Home?

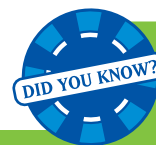
Yes! You can access your account anytime at home or work through ING's toll-free number or website.

Forgot your username? You can use your social security number to gain access to your account, then add a new username.

Forgot your PIN number (password)? You can order a password from ING's toll-free number or website. It takes about a week or two to receive a new password by mail. Double-check with Human Resources that your address is current, and when ordering by phone, wait to speak to an ING representative who will also verify your address.

By phone: 877.738.2693

Online: <https://boydgaming.ingplans.com>



The Boyd Gaming laundry in Nevada washes and sends out more than 12,000 pillow cases every day.

Housekeeping Olympic Champs

Teams from all the hotels in Tunica gathered in September to compete in the 2010 Housekeeping Olympics, sponsored by the North Mississippi Hotel Lodging Association. Each team performed a cheer before competing in four events: bottle bowling, toilet paper hoops, pad poke and personal protective equipment tag. The **Sam's Town** team (also known as the Soul Shakers) won 3rd place. The day ended with an ice cream appreciation party.

Sam's Town employees who competed in the games were: Brenda Goodmen, Mary Dudley, Latisha Duncan, Amy Smith, Samantha Green, Adrian Davis, Issiah Moore and Marcus Ware.

The Soul Shakers dancers were: Erica Allen, Edna Caston, Latisha Duncan, Nyree Henley, Sherria Jefferson, Tenita Ware, Julie Young, Lisa Davis and Cornelius Mays.



DID YOU KNOW?

The **Sam's Town Las Vegas** RV Park was recognized by Signature Worldwide for consistently delivering exceptional guest service. It was the only RV park in Nevada to receive this recognition. Way to go!

SAFETY BUZZ

Speak Up!

If you ever have a concern regarding safety, don't keep it to yourself. Please discuss it with your supervisor or a property representative.

If you prefer to remain anonymous, call The Network Safety Hotline - a toll-free number operated 24 hours a day, seven days a week by an independent organization. It's your call.

866.4U2.TELL



Moving Up

Fernando Hurtado

Senior Sales Manager



Moving Up: Pool Attendant – Stardust (1994); Sales Coordinator – The Orleans (1997); Sales Manager (2000); Senior Sales Manager (2009)

Thought for the Day: Fernando enjoys the family atmosphere at The Orleans and the feeling of support and unity he shares with his coworkers, which he describes as his "family away from home." Every day is completely interesting. "We can be working on a bus-load of seniors driving up from Southern California to gamble, to working on a large convention that encompasses the arena, hotel and casino for their event," he said. "We never know what that next phone call brings." Fernando is a part of The Orleans Diversity Team and recently was recognized as a Customer Service Excellence Award Recipient by the Las Vegas Chamber of Commerce and Visitors Authority.

After Hours: Fernando and his wife of five years have a 2-year-old daughter and two Shiba Inu dogs. In his downtime, he loves to golf. You can also find him at every UNLV basketball home game.

Pam Fagan

Slot Shift Manager



Moving Up: Change Person/Booth Cashier (1992); Floorperson (1998); Slot Assistant Shift Manager (2005); Slot Shift Manager (2010)

Thought of the Day: Through personal challenges, Pam said her Gold Coast family has always been a source of strength and endurance. "It's been meaningful to work with such a great group of team members," she said. Pam is also grateful for the numerous opportunities for training and advancement at Boyd Gaming. "I've been fortunate to have worked with some great mentors," she said, mentioning David Morrison and Danny Whitt. Pam earned a Master of Business Administration (MBA) degree from the University of Nevada, Las Vegas, and was named Gold Coast Supervisor of the Quarter in 2010.

After Hours: When she's not at work, Pam is busy with 7-year-old son, Brenden, and his activities. She keeps involved with his class, homework, PTA and baseball. Pam is a loyal University of Oregon Ducks fan, and also enjoys scrapbooking, photo editing, cake decorating, reading and family activities.

Ann Paulus

Accounting/Inventory Control Manager



Moving Up: Customer Care/Inventory Control Manager (2007); transportation route manager duties added (2008); Accounting/Inventory Control Manager (2010)

Thought for the Day: Ann came to Boyd Gaming from another large gaming corporation. She loved the change and said she could hardly believe the difference in the way everyone at Boyd works as a team. Ann enjoys the daily challenges associated with her accounting duties. She also continues to be involved in all aspects of the facility, such as customer care, plant operations, and driver deliveries. In 2009, Ann received the Customer Service Excellence Award from the Las Vegas Chamber of Commerce.

After Hours: Ann spends much of her free time gardening. She and her husband have also been doing some home renovations, and she enjoys learning how to do the projects themselves.

Property News

News You Can Use

It was a Sweet 16 for the **Treasure Chest** in September. In honor of its grand opening back in 1994, the property celebrated with a Super Sweet 16 Party and a variety of guest promotions. One lucky guest won 16 million **B** Connected points and five others received 1.6 million points each. **B** Connected members also received free coffee mugs, and 1,600 random players' accounts were loaded with their share of \$160,000 Slot Dollars.



Kenny Mayne, ESPN sportscaster and past contestant on Dancing with the Stars, created a segment featuring **Dania** and ESPN's new satirical character Kim II Zong trying to become a Jai-Alai player. The feature aired on the Sunday ESPN Countdown to Kickoff prior to the start of the NFL games in November.

PICTURED FROM LEFT, ESPN'S MATT DOYLE, KIM II ZONG AND KENNY MAYNE.

Dania Player Manager Jose Arregui retired in October after 40 years in the sport. Benny Bueno, Player Development Director, moved up to assume the role of player manager for Dania. ***Congratulations to you both!***



Par-A-Dice proudly sponsored the Central Illinois Diversity Business Opportunity Event in September. The first-time event provided networking opportunities and business leads with minority- and women-owned business enterprises throughout the region. Attendees received information on the current purchasing needs of regional businesses, diversity certification processes, and new technologies.

Sam's Town Shreveport Executive Chef Jay Frink won first place in Southern Gaming and Destinations magazine's inaugural Casino Cookoff. He beat out 17 other chefs with "Filet Mignon and Stuffed Lobster Duet," a seasonal dish offered periodically at William B's Steakhouse. Frink will be featured in the November Casino Dining Guide and his recipe will be published in an article with other top recipes. ***Way to go!***



The Orleans team organized a back-to-school drive to benefit students of Mendoza Elementary School. Employees generously donated pencils, paper, crayons and other essential supplies. In September, Tony Taeubel, Chuck Estell, Charles Freeman and Raquel Mendez delivered the donations on behalf of The Orleans Krewe. ***Thanks to all who contributed!***

PICTURED FROM LEFT, GENERAL MANAGER TONY TAEUBEL, CASINO MANAGER CHUCK ESTELL, EXECUTIVE KITCHEN STEWARD CHARLES FREEMAN, HUMAN RESOURCES DIRECTOR RAQUEL MENDEZ.

Treasure Chest volunteered in October to help answer phones for the annual WYES Showboat Auction to support the commercial-free educational programming at the television station.



Blue Chip team members participated in the United Way "Play4Life" Corporate Dodgeball Challenge in September. "The Crushers" included Tony "The Bone Crusher" Pecina (Team Captain), Brian "Big Daddy" Black, Jesse "The Situation" Back, Joel "The Nightmare" Giannetti, Kelly "Twinkle Toes" Guba, Rick "The Hammer" Dingey, Sara "The Blonde Bomber" Quint, and Tom "The Bruiser" Vasbinder.

Fall brought renovations to **Delta Downs**. The Surveillance Department underwent expansion to make room for new server-based, digital equipment, and to relocate the Louisiana State Police office and the video reviewing room. In addition, the Triple Crown Buffet was remodeled to bring the food lines closer to the guests and include more action stations.

Say cheese... and thank you! Boyd Gaming Chairman Bill Boyd (center) stopped by on **Fremont** Team Member Appreciation Day to say hello and express his thanks.



The Green Corner

Safe Disposal = Bright Idea



Compact fluorescent light bulbs (CFLs) use less energy than regular bulbs and can last up to 10 times longer. Saving money and energy is a good thing. Yet, even though they are considered "green," CFLs contain a small amount of mercury. This toxic metal is dangerous to people and dangerous in the environment, so CFLs should not be disposed of in the trash.

Many retailers, including major chains like Home Depot and Lowe's, offer free recycling and disposal of CFLs. You can also check with your local government sanitation department to learn about safe, convenient recycling and disposal programs for CFLs and other hazardous materials (such as batteries, old paint, oil and other items that shouldn't go in the trash).

TIPS Trainers Help Empower Associates

From the day **Borgata** first opened its doors in 2003, the property has been committed to providing its associates with the tools and training needed to ensure their guests have a safe experience and drink responsibly. Part of that commitment has included participation in TIPS (Training for Intervention Procedures), a skills-based training program designed to prevent intoxication, underage drinking and drunk driving.

Borgata currently has six TIPS-certified trainers on the property. Collectively, they've trained more than 2,000 associates. They use the TIPS videos and have developed their own PowerPoint presentation to enhance the TIPS message. The trainers enjoy facilitating TIPS and the associates enjoy participating, because each class brings new and interesting stories and learning experiences.



BORGATA TIPS TRAINERS ARE (BACK ROW FROM LEFT) KAILIN WISE, PATRICIA NEVILLE, KIMBERLE KALAGIAN, (FRONT ROW) MARIE MARINO AND STEPHEN MCDONNELL.

"The training our associates receive helps promote responsible drinking and gives our associates confidence to be able to handle situations with customers they may encounter," said Karen Brundage-Johnson, Director of Employment, Training and Diversity at Borgata.

A Refreshing Display of Thanks!



This unique Pepsi display was part of a **Blue Chip** team member appreciation event and was a joint effort between the property's marketing team and the beverage company. Pepsi designed and built the display in the banquet room. It took 800 cases (or 19,200 cans) of Pepsi products to construct.

Pepsi products were offered at the event, as well as plenty of great food like nachos, sandwiches, hotdogs, a baked potato bar and more. Team members could spin a wheel for prizes or win random drawings for Pepsi products. Property directors and managers helped work the event.

What's Your Number?

An employee ID number is hidden somewhere within this newsletter. If it's yours, you win a prize. Contact **Kristy Alward**, Editor, to claim your prize: call **702.792.7357** or email **kristyalward@boydgaming.com**.

