

BOYD BUZZ

Winter '11/'12

BCONNECTED® Mobile & Online Named Best in Gaming Industry

B Connected Mobile and B Connected Online won the gaming industry's awards for Best Mobile Marketing app and Best Website at the 11th annual American Gaming Association (AGA) Communications Awards. Boyd Gaming was one of just three companies to win multiple awards in this year's competition.

B Connected Mobile is a groundbreaking personalized app that delivers customized news and special offers directly to your Android, Android Tablet, iPad, iPhone or iPod Touch, making it the first app of its kind available on multiple platforms. This free tool helps our customers easily stay connected and informed.

Paul Chakmak, Executive Vice President and Chief Operating Officer said, "Since their introduction, B Connected Mobile and B Connected Online have set a new standard for the gaming industry. These tools are an integral part of our marketing and customer service efforts, and we are honored they have been recognized as the best in our industry."

In addition to the recognition by the AGA, both products recently received top honors by the Hospitality Sales Marketing Association International (HSMAI), as well as the Association of Marketing and Communication Professionals (AMCP).

But to stay on top, you constantly have to work to make the best even better. We'll be doing that later this year, when Boyd Gaming launches B Connected Online 2.0. Brian Best, Vice President of E-Commerce said, "We are continuing to build on B Connected Online's successful approach of providing robust, personalized experiences for our B Connected customers. BCO 2.0 will take the site to the next level with new groundbreaking tools, services and social opportunities."



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Tonight's Going to be a Good, Good Night!

On the job isn't the only place where Boyd Gaming team members can display their tremendous talents. Every two years employees get the opportunity to show off a range of talents in property-level competitions, with winners going on to compete in the Boyd Gaming Talent Show Finals. This year's event was held November 8 at **The Orleans** Showroom in Las Vegas, where 14 finalists competed before a packed house.

The theme of the event was "Tonight's Going to Be a Good, Good Night" and the master of ceremonies was Jimmy McGill, **Sam's Town Shreveport** Assistant Controller.

Contest winners received thousands of dollars in cash and prizes, a far cry from the first show in 1977, when Sam and Bill Boyd awarded a \$50 prize to the **California's** winning contestant. The show is an important part of the culture of our Company, celebrating our many talented employees.

The 2011 Entertainer of the Year Award—and the first prize of \$1,000 and a trip for two to Hawaii—was presented to Andre Cooksey of **Rainbow Corporate Office**, who sang an incredible rendition of "Georgia on my Mind," dedicated to his father. Congratulations to all the Finalists and property participants!



FIRST PLACE WINNER, ANDRE COOKSEY

PAR-A-DICE'S AMANDA HARPER WON SECOND-PLACE HONORS AND \$750

THIRD-PLACE FINISHER WAS KATHY MICK OF BORGATA (\$500)



FOURTH WAS JOE UGARTE OF GOLD COAST (\$350)



FIFTH PLACE WENT TO JOVON LINDSEY OF BLUE CHIP (\$150)

Welcome to the Family, IP Casino Resort Spa

IP Casino Resort Spa in Biloxi, Mississippi is now officially part of the Boyd Gaming family, a great addition that gives us one of the best casino properties on Mississippi's Gulf Coast.

IP is a AAA Four Diamond market-leading resort. Our newest jewel also boasts two Four Diamond restaurants: tien, specializing in Asian cuisine; and thirty-two, its upscale steakhouse. But as beautiful and highly rated as the IP amenities are, what really makes the property stand out is the world-class customer service and it's also what makes the IP such a great fit for Boyd Gaming.

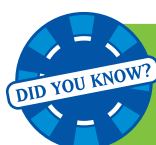
IP team members will benefit from joining the Boyd Gaming family in a couple of ways. First, we expect to drive more business to the IP as the property capitalizes on Boyd's B Connected card and its extensive database of players. And as the IP Rewards program is merged into B Connected in 2012, not only will Boyd Gaming guests be able to earn and redeem points at the IP but IP guests will be able to earn and redeem points at any Boyd Gaming B Connected property. Second, individual IP team members will have expanded career opportunities as they join a company with 16 other properties around the country (Simply visit boydcareers.com to see a list of current job postings.)

Joining the IP as its new Senior Vice President and General Manager is Boyd Gaming veteran, Jack Bernsmeier. Jack was most recently the Senior Vice President and Director of Operations for Louisiana, where he was in charge of **Delta Downs, Treasure Chest** and **Sam's Town Shreveport**.

Boyd Gaming CEO Keith Smith said Bernsmeier's appointment reflects the property's significance: "Jack is one of our Company's most experienced property operations executives and we believe he is the ideal choice to lead the IP team."



IP TEAM MEMBERS WELCOME NEW SENIOR VICE PRESIDENT AND GENERAL MANAGER, JACK BERNSMEIER



Gold Coast, Sam's Town Las Vegas and the Suncoast are helping Clark County students make the grade. All students (18 and under) who bring their latest report cards into a bowling center will receive two free games per A and one free game for each B. Visit boyd.net for more information.

q&a with Bill Boyd

q
a

Our property emphasizes our United Way Pledge Drive, but are there other ways we can help United Way?

There are many ways to help United Way throughout the year. For example, many folks at our properties work together on annual fundraising projects for their local United Way chapters. Some of our recent property efforts have included bake sales, carnivals and lunch events, and they make a big difference. **Blue Chip's** Put'em in the Pokey effort had members of management thrown in "jail," while they campaigned for "bail money" that benefitted the United Way. No one was off limits—even I was happy to serve time for United Way!

How much did we raise?

In Nevada we are United Way's largest gaming contributor. This year, employee pledges and property fundraisers raised a total of \$450,000 for the United Way of Southern Nevada. Nationwide, Boyd Gaming raised more than \$750,000 during this year's United Way campaign, with many properties surpassing their campaign goals and previous year's totals.



From Top to Bottom: Angel Tolliver, Cynthia Carter, Ted Bogich, and Chris Ketterer of **Blue Chip**. Bill Boyd is locked up at **Blue Chip**. It's a fundraising pie in the face for **Gold Coast** General Manager Kerrie Burke. Nevada region campaign coordinators attend the annual United Way Kick-Off Event.

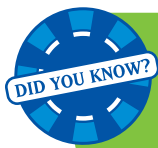
Top Participation

- **Linen & Uniform Services**, 80%
- **Treasure Chest**, 65%
- **Corporate**, 63%
- **Par-A-Dice**, 60%
- **California**, 59%

Raising the Bar (year-over-year comparison)

A majority of our properties achieved an increase in participation and campaign totals. Leading the Company were:

- **Treasure Chest** and **Linen and Uniform Services** increased total pledge amounts by more than 20%.
- **Par-A-Dice** increased employee participation by 9%.
- **Sam's Town Shreveport** increased total pledge amount by more than 13%.



If you were enrolled in a Healthcare Flexible Spending Account or Dependent Care Spending Account in 2011, the deadline to submit claims is April 30, 2012. All charges must have been incurred prior to March 15, 2012 to qualify for reimbursement. Log on to mycigna.com to check your FSA balances.



Community-Minded

Social responsibility has always been an important part of our Company's culture. Throughout its history, Boyd Gaming and its founding family have emphasized the importance of giving back to the communities in which we live and work. We generously support a variety of deserving charitable organizations and are dedicated to promoting diversity, protecting the environment, and supporting responsible gaming.

To better communicate our philosophy and actions, Boyd Gaming recently created a Corporate Social Responsibility (CSR) Report, which is available on our employee intranet (boyd.net) as well as boydgaming.com. The report was designed to emphasize how Boyd Gaming strives to be an exemplary corporate citizen through its charitable giving and its deep commitment to diversity, sustainable living, workplace safety and responsible gaming. We hope that the CSR will help lawmakers, vendors and other community partners and leaders better understand what Boyd Gaming stands for and how we live up to our commitments.



Boyd Gaming Wins Big in 'Best of Gaming' Readers Poll



Boyd Gaming properties won an amazing 124 awards, including 64 first-place finishes, in Casino Player magazine's 16th annual survey "Best of Gaming" competition. Leading the Company in the competition were **Borgata** (Atlantic City), **Blue Chip** (Chicagoland), and **Sam's Town Tunica**, named "Best Overall Gaming Resorts" in their respective markets.

Property	First Place Awards	Total Awards
Borgata	27	36—a company best!
Blue Chip	12	19
Sam's Town Tunica	10	19
Main Street Station	6	17

"Best of Gaming is one of our industry's most established and respected competitions, and we are honored to receive so many accolades from casino customers across the country," said Keith Smith, President and CEO. "Our strong performance is not only a reflection of the quality of our product, but the outstanding level of service delivered by our employees each and every day."

Helping Hand to a Healthier You



Boyd Gaming is committed to helping you in your quest for better health. We know that the journey to a healthier you is easier when you're provided with the right information, tools and support—something our Health Coaches are here to do! Health Coaching is a free, confidential and personalized service available at your on-site convenience. The one-on-one sessions include:

- Information and guidance on health and wellness topics such as nutrition, physical activity, weight management, high blood pressure and high cholesterol
- Health and wellness seminars
- Referrals on additional health and wellness resources and tools
- Support to help you take action on your own towards improving your health

Par-A-Dice, The Orleans, Sam's Town Shreveport, Treasure Chest and **Sam's Town Tunica** recently welcomed new Health Coaches. The search is on for coaches at **Blue Chip** and **Delta Downs**. If a Health Coach is not yet available at your property, or you're looking for additional information, we encourage you to take advantage of the following health and wellness resources:

CIGNA Online Coaching Programs on mycigna.com (Available to all CIGNA members)

CIGNA Health Advisor (Available to CIGNA Choice Plan Members) Health Advisors provide free, confidential and personalized assistance with health and wellness information and resources. To connect with a Health Advisor call 1.800.631.1015 Monday–Friday, 9 AM–9 PM, and Saturday, 9 AM–noon, PST.

LIVING

BOYD STYLE



Tom Maher, a Security Officer at **Treasure Chest**, was working his post at the door when a guest asked if Treasure Chest sold cigars. Tom referred the guest to the gift shop but told him to come back and see him if they didn't have any. The guest returned and let Tom know that there were no cigars available in the gift shop. Tom immediately requested to be relieved from his post so he could go to his locker. Tom retrieved one of his own cigars and gave it to the guest.

Throughout the time he was assisting this guest, Tom demonstrated Boyd Style and a genuine willingness to provide excellent guest service. Tom anticipated the customer's needs and delivered on them – a perfect example of what great guest service really is. By offering his own personal cigar, he exceeded the guest's expectations and created a surprise and delight moment. Thank you for living Boyd Style!

Exceed Expectations

At Boyd Gaming we expect our employees to exceed expectations. That means anticipating the needs and wants of our guests and each other. We always strive to go one step beyond. We believe all our employees should exhibit the following positive standards of conduct:

- Know your customer. Remember their name, anticipate their needs and wants and deliver on them.
- Be a dedicated team player.
- Be obsessively dedicated to giving exceptional service.
- Take ownership of a guest or employee concern until it is resolved.
- Know the facility and its services, special events and promotions.
- Be familiar with basic Boyd Gaming information including history, other properties, Mission Statement and the principles of Boyd Style.

SAFETY BUZZ

Skechers Chosen as Safety Shoe Vendor

We are excited to announce that Skechers has been selected as the Company's new preferred safety-shoe vendor. Team members can now take advantage of a 30 percent discount on Skechers—deals that are available whether employees buy their shoes at Skechers retail outlets, online or from Skechers mobile trucks.

Comfortable and safe work shoes are crucial in the hotel and gaming industry, as many employees spend a lot of time on their feet. Skechers offers a wide variety of shoes, including several types intended to enhance team-member safety. Special shoes with slip-resistant technology can help food and beverage and housekeeping employees avoid falls, while steel- or composite-toed footwear can protect facilities, maintenance and engineering workers from injury.

Boyd Gaming chose Skechers because of their style, variety and price, including the ability to offer employee discounts. Convenience was also a significant factor, as Skechers mobile trucks will visit each Boyd Gaming property on a regular basis (usually every month).

"We are pleased to have Skechers as our preferred safety shoe vendor," said Dennis Siano, Corporate Vice President of Safety. "This is part of our ongoing commitment to keeping employees comfortable and safe."

Access your employee discount on these websites:

- Slip resistant shoes - www.skechers.com/styles/b2b/boyd/slip-resistant
- Safety toe shoes - www.skechers.com/styles/b2b/boyd/safety-toe
- Office worker shoes - www.skechers.com/styles/b2b/boyd/dress-and-casual



Moving Up

Carol Core

Director of Operations



Moving Up: Director of Human Resources (2003); Director of Operations (2011)

Thought for the Day: After almost eight years running the Delta Downs human resources department, Carol was promoted in June to her current position as the property's Director of Operations. In her new post she is responsible for Delta Downs' hotel, food and beverage, security, valet, laundry, wardrobe and gift shops. "I am having a blast," she said. "It is never predictable and that makes it a lot of fun. I'm not at my desk as much anymore, and while before I focused on taking care of our people, now I get to take care of our guests and our people."

After Hours: Carol enjoys horseback riding with her 9-year-old daughter Kalli, who competes in equestrian competitions. "It's one of the great things about being out here in the country," Carol explained. Together they go on trail rides and the hobby is good for both of them, Carol said. "I come up with some of my best ideas when I'm cleaning out the horses' stalls," she said with a warm laugh.

Linda Daly

Hotel Manager



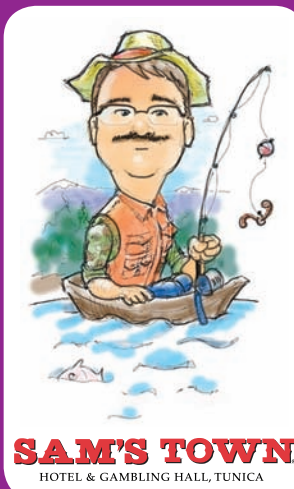
Moving Up: Front Desk Clerk – Stardust (1992); Room Reservations Supervisor (1993); Call Center Manager (2000); Room Reservation Inventory Manager – Sam's Town Las Vegas (2003); Assistant Hotel Manager (2007); Hotel Manager (2011)

Thought of the Day: As Hotel Manager, Linda is responsible for the front desk, check-in and check-out, as well as the Sam's Town housekeeping team. Linda's day can go from making sure that room rates maximize occupancy and revenue, to spot-checking hotel rooms to verify that they meet Sam's Town standards. She pays particular attention to room inventory, making sure every customer will get the kind the room type they've requested. Linda says her work is especially gratifying as she and her team are in the business of taking care of people who want to stay and play at Sam's Town.

After Hours: Linda is excited to welcome her first grandchild in April. She has two children, and Linda and her husband enjoy scuba diving and underwater photography. They occasionally travel to exotic diving locales, including Mexico and Hawaii. Linda admits that when she travels she can't completely leave her work world behind. "If I'm staying at a hotel I can't help but check things out, see how they do things," she said.

Keith Jaco

Security Shift Manager



Moving Up: Security Officer/EMT – Sam's Town Tunica (2009); Security Shift Supervisor (2010); Security Shift Manager (2011)

Thought for the Day: Keith has received a speedy series of promotions since joining the Sam's Town Tunica team as an EMT in 2009. He served in the US Navy as a Hospital Corpsman and later as a hospital's Director of Facilities before arriving at Sam's Town, where he was quickly recognized for his medical and security skills. His go-getter attitude and job performance earned Keith a promotion to Security Shift Supervisor in 2010 and another promotion to Security Shift Manager earlier this year.

After Hours: Keith enjoys hunting and fishing. His fishing hobby proved helpful during the recent flooding of the Mississippi River, when he brought his fishing boat to work with him and stepped up as a boat captain, ferrying employees back and forth to and from Sam's Town.

Property News

News You Can Use

Vacations Hawaii held a traditional Hawaiian blessing ceremony recently, introducing a new Boeing 767 airplane to their charter operation. Named Kikaha, meaning "to soar like a bird in the wind," the aircraft will increase the available seats by 12%, while improving the overall customer experience. Vacations Hawaii operates five charters weekly from Honolulu to Las Vegas and back, transporting passengers to our downtown Las Vegas properties.



Vacations Hawaii

HAWAII ♦ LAS VEGAS

THE CEREMONY INCLUDES THE UNTYING OF A MAILE LEI. LEFT TO RIGHT: BILL SMITH, VACATIONS HAWAII VP AND GENERAL MANAGER; ROBERT JARED, SENIOR DIRECTOR OF BUSINESS DEVELOPMENT FOR OMNI AIR INTERNATIONAL; AND REV. KAHU KORDELL KEKOA.

The 2nd Annual Treasure Fest was held at the **Treasure Chest** in November. This fun outdoor concert, featuring Contraflow, Mojeaux, and Rockin' Dopsie, benefitted the Save Our Lake Foundation, helping restore and preserve the environment in the Lake Pontchartrain Basin. Personalities from the History Channel's "Swamp People" were also on hand for autographs.



Sam's Town Las Vegas team members are proud of their community blood drives, which along with sister properties, have become some of the biggest blood-donation events in the Las Vegas Valley. In 2011, drives at Sam's Town collected 469 units of blood—more than three times the number of units collected in 2010! Donors receive two Fireside buffets and 1,000 B Connected points—providing sweet incentives for those who take the time to donate and help save lives in their community. Blood drives are an important part of our community efforts with each Boyd Gaming property hosting a minimum of two drives each year.

Two bus routes connecting downtown Henderson, Nevada and downtown Las Vegas began operating in September, and Boyd Gaming properties are playing a big part in making the public transportation lines convenient for the public. The **Eldorado** in downtown Henderson and **Jokers Wild** and **Sam's Town Las Vegas** on Boulder Highway provide dedicated parking spaces for the routes, eliminating commuters' parking worries and making it easier for customers to visit those properties. "We see this as a great way to reduce traffic congestion along Boulder Highway and to introduce more people to downtown Henderson," said Guido Metzger, Director of Operations for Eldorado and Jokers Wild.

Eldorado
CASINO

JOKERS
WILD
CASINO

SAM'S
TOWN
HOTEL & GAMBLING HALL, LAS VEGAS

Sam's Town Shreveport celebrated International Housekeeping Week September 11-17 with a series of contests and events, including Jelly Bean Guess, Bingo, Housekeeping Password, Housekeeping Appreciation Luncheon, and T-Shirt Day. The department gave out certificates of appreciation and great prizes to exceptional performers.



A **Blue Chip** valet—also a U.S. Marine—recently went far above the call of duty. Team member Sara Quint, on military leave and serving in the Marines, was back home in Michigan City, Ind., visiting her family when she saved a young boy's life. Quint heard the boy's mother yell that her son was drowning and immediately dove in, scooping him up and administering CPR until paramedics arrived. The boy fully recovered and Quint told the Michigan City News-Dispatch that her actions were her duty. "You have to do what you have to do," Quint said.

The **IP Casino Resort Spa** is the first casino to ever win the Mississippi Coast Philanthropist of the Year Award. This year the property was selected as the most humanitarian entity in south Mississippi by the Gulf Coast Community Foundation. IP has been called a "most generous corporate neighbor," having been a major supporter of various community causes over the last six years.



LEFT TO RIGHT: JACK BERNSMEIER, SENIOR VICE PRESIDENT AND GENERAL MANAGER; RICH WESTFALL, PRESIDENT OF THE GULF COAST COMMUNITY FOUNDATION; BRADLEY RHINES, VICE PRESIDENT OF MARKETING AND CASINO OPERATIONS



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BOYD BUZZ TEAM EDITOR: LYNN JAX, BOYD GAMING. **PROPERTY CONTRIBUTORS:** "D" ALEXANDER SCOTT, BLUE CHIP / KATHY MICK, BORGATA / KATHY SPECK, CALIFORNIA/FREMONT/MAIN STREET STATION / WENDY CHAUMONT, DELTA DOWNS / SANDI RICHARDSON, ELDERADO/JOKERS WILD / LYNNE RAVENSCHRAFT, GOLD COAST / NICOLE DUCCINI, LYNN FRISBY, CONNIE MACKAY, IP / LANI DEJESUS, MARISSA NEILL, JIM SEAGRAVE, THE ORLEANS / ALEX DAVIES, JENNIFER SHARP, PAR-A-DICE / LINDA YARD, SAM'S TOWN LAS VEGAS / DEMETRIC JOHNSON, SAM'S TOWN TUNICA / WESLEY GARCIA, SAM'S TOWN SHREVEPORT / JESUS MEDINA, GLENDA ZUHSE, SUNCOAST / RODNEY MILLER, MATTHEW TUSCH, TREASURE CHEST / RUSSELL GOUVEIA, BILL SMITH, VACATIONS HAWAII. **BOYD GAMING CONTRIBUTORS:** ROB MEYNE, DAVID STROW.

The Green Corner

Protecting Resources, Cutting Costs

A couple of years ago we launched a companywide review of our energy consumption, focused on finding ways to reduce energy usage without compromising the quality of services we provide our guests. Since then we've cut our electric bill by more than \$1.2 million a year.

"We take conserving energy seriously at Boyd Gaming and protecting the environment is an important part of our mission. Limiting our energy consumption helps to preserve the environment for future generations while cutting spending as we consume less energy," said Paula Eylar, Vice President of Business and Technology.

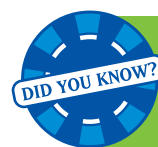
Swapping incandescent for fluorescent lighting on our marquees and casino exteriors is a great example of our early efforts. Since then, we have retrofitted all of our Las Vegas properties' parking garages with brighter, energy efficient lighting. In 2012, we will look to complete this process at our MSR properties along with changing out all of our surface parking lot lighting to energy efficient bulbs as well. We have installed "smart thermostats" at the **Suncoast** and will continue to roll out this technology and other energy management systems to all of our properties, allowing us to automatically adjust the temperature higher (or lower) in unoccupied rooms, offices and other public spaces, without compromising the comfort of our guests or employees.

We've cut our electric bill by
more than \$1.2 million a year.

SUNCOAST: Terrific at the Top

Visitors to Las Vegas who don't venture off the Strip miss out on some of the city's best hotels. Case in point: The **Suncoast**, which was recently selected by Travelocity as one of the top 10 hotels in Las Vegas, based on customer feedback. The online travel-rating site said customer reviews called out the Suncoast for its big rooms and affordable rates. One customer wrote: "We wanted a nice hotel, but not on the Strip. The Suncoast was fun, clean and friendly. We enjoyed all of the excitement of Vegas."

SUNCOAST



If you're interested in following the latest news on our Company, you should check out **boyd.net**, where we regularly post articles and videos about our Company, properties and executives. You can find articles and Company press releases at the bottom of the home page.

What's Your Number?

An employee ID number is hidden somewhere within this newsletter. If it's yours, you win a prize. Contact **Lynn Jax**, Editor, to claim your prize: call **702.696.6901** or email **lynnjax@boydgaming.com**.