

BOYD BUZZ

August '10

B Connected Mobile is a Winning App

In just two years, the Internet home of our B Connected player loyalty program – **bconnectedonline.com** – has emerged as the most popular website of its kind in the gaming industry. The website draws five times as many visitors as its nearest competitor, and more than 350,000 people – including more than half of our Sapphire and Emerald customers – are signed up online.

Clearly, our customers love the functionality and power of B Connected Online. The next step: Put this useful tool in the palm of our customers' hands right as they walk through our front door.

That's the goal of B Connected Mobile – a free application for the iPhone that's the first of its kind in the gaming industry.

Launched in July, B Connected Mobile gives customers access to a wealth of personalized information they can use as they're visiting our property:

- Exclusive hotel, dining and gaming offers, including "Best Rates Available" on hotel rooms for B Connected members;
- Instant access to event information, schedules and special offers at all Boyd Gaming properties using B Connected;
- "Locate Me," a GPS-powered feature that provides additional real-time information when a customer visits a specific Boyd Gaming property;
- Slot Search, a search engine that allows customers to find Boyd Gaming casinos that have their favorite machines, and displays the games' locations on a casino floor map;
- The ability to track B Connected point balances in real time;
- The ability to make immediate hotel or restaurant reservations.

So far, more than 11,000 customers have downloaded B Connected Mobile from iPhone's App Store since its launch July 14 – and they've given it an overall rating of 9.2 out of 10.

"I love this app. I will check it daily to see if anything new has been offered," wrote one customer on the App Store.

"All casinos should be so lucky to have an app like this, which is so easy to use for their players and members. Kudos!" wrote another.

While B Connected Mobile is now available only for the iPhone and iPad, our E-Commerce team is hard at work on versions for the BlackBerry and Android, and plans to release those versions later this year.

If you'd like to see all of the features of this ground breaking app, including a demonstration video, check out: **bconnectedmobileapp.com**

"I love this app. I will check it daily to see if anything new has been offered."



EMPLOYEE NEWS

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COMPANY NEWS

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CLUB COAST is now B CONNECTED

Since 2008, players at 13 Boyd Gaming casinos have been part of our Company's multi-property player loyalty program. Points earned with this "One Card" have been transferable to Boyd Gaming casinos in 5 states across the nation and cross-property promotions have proven highly popular.

The one thing that was different was the name—Club Coast for Las Vegas Locals, B Connected everywhere else. That changed on July 1 when B Connected went nationwide.

Customers of the four Las Vegas properties previously using Club Coast (**Gold Coast, Suncoast, Sam's Town and The Orleans**) will keep all benefits and points earned previously. There will be a few enhancements that customers should enjoy, such as double credit for reel slot machine players and accelerated club score credits for table games players. We're also throwing in new benefits for Emerald and Sapphire members.

We celebrated with a 3.75 million slot dollar giveaway, including 250,000 in slot dollars at each of the former Club Coast properties. What's not to love?



Save Time, Save a Tree, with Direct Deposit

Tired of waiting in long lines at the bank? Consider Direct Deposit. It's the most convenient, safe and smart way to receive your pay. Plus, it's free!

Each paycheck is automatically deposited into your account, even on your days off or when you're on vacation. No more picking up a check and waiting in long bank lines. Best of all, Direct Deposit provides immediate access to your pay.

To learn more or to enroll, visit Human Resources.

q&a with Bill Boyd

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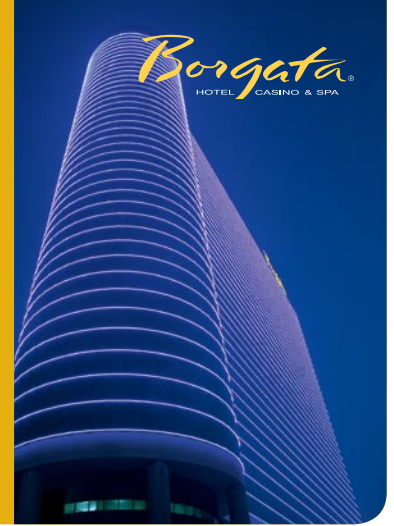
I read recently that MGM has been ordered to sell its ownership in the Borgata. What does that mean for the property?

As you may have read, MGM entered into an agreement with the State of New Jersey to sell its half of the Borgata in September 2011. This sale will settle an investigation by the state into MGM's business partner in Macau. But since Boyd Gaming is the managing partner at Borgata, it's still business as usual there, with no changes in day-to-day operations. In fact, New Jersey granted us a new five-year license at Borgata in June.

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Is Boyd Gaming interested in buying MGM's half of Borgata?

Once MGM finalizes an agreement to sell its half of the Borgata, we have the right to match it. But it's early in the process, and we haven't made any decisions yet. We'll follow the situation closely, and do what we think is in the best interest of Boyd Gaming and our shareholders.



ePayroll: Anywhere, Any Time



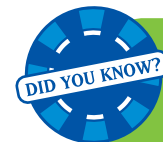
All the information on your paycheck stub and more is accessible 24/7 on ePayroll. Login from home or work (or call in) to review your pay information, deduction details, direct deposit accounts, W-4 and personal information. Here's how to access your information:

Online

- Login to <https://paperlesspay.talx.com/boydgaming>. Employer code: 11811
- Enter your Employee ID#.
- Enter your PIN: Last four digits of your Social Security Number and 4 digit birth year (if your SS# is 111-22-3333 and you were born in 1964, your password would be 33331964).
- You will be prompted to change your password after your initial login.
- Your PIN will default to the above if you have not logged in for six months.

By Phone

- Call **800.581.3729** for gross and net pay amounts.



You can save up to 100 gallons of water if you use a hose nozzle or turn off the water while you wash your car.

www.wateruseitwisely.com

Outstanding Employees Receive Honors

Our employees are the reason for Boyd Gaming's nationwide success in gaming and entertainment. The Employee of the Month and Employee of the Year (EOY) programs recognize those individuals who go above and beyond every day at all of our properties.

Teamwork, a positive attitude, customer service and a high level of dedication are hallmarks of these outstanding employees. Each year, celebrations take place to honor Employees of the Month and to announce the Employee of the Year, chosen by random draw from the pool of outstanding Employees of the Month that year,

at each property. The award for each EOY includes a \$1000 net cash prize, a 6 night/7 day trip Honolulu, Hawaii, dinner with Mr. Bill Boyd, one week paid vacation (MSR winner may require additional time for Las Vegas visit), special name badge, honorary parking, a professional photograph and an award recognition plaque.



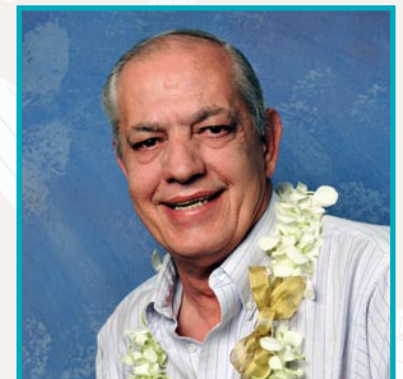
Bill Boyd and Marianne Boyd Johnson congratulate Delta Down's 2009 Employee of the Year, Cynthia Stone. The theme at this year's award night was Starbase Delta.



Hong Meng, lead line cook in the Great Buffet, took the honors at Sam's Town Tunica.



Par-A-Dice selected Finance Secretary Nellie Olson, who has worked at the property for 13 years, as its 2009 EOY.



Larry Beaulac, Suncoast EOY, said when he gets to Hawaii he will search for the best Luau on the island and begin his honeymoon with his wife of 44 years.



Cynthia Policicchio-Pierce was named 2009 EOY for Sam's Town Las Vegas.



Gold Coast named Security Officer Aaron Aarch its 2009 EOY.



Rhonda Turner, who has been with the Company for 22 years, won EOY at The Orleans.



"D" Alexander Scott was named Blue Chip's Team Member of the Year for 2009.

SAFETYBUZZ

Keep an Eye Out for the EXIT

When you hear a fire alarm, your first impulse is to head toward the exit you normally use. What would you do if that exit is blocked? And, would you know where to go if you happen to be in another part of the building when the alarm sounds?

A big part of your property's emergency evacuation plan is finding out how quickly everyone can safely follow the evacuation procedures.

An "exit route" is a clear path from any point in the workplace to a place of safety. It can include aisles, stairs and ramps. A workplace typically must have at least two exit routes that are remote from each other. If a fire or other emergency blocks access to one exit route, the other can be used.

Be prepared. Take a few minutes now to look for the exit route posted back of house and then walk it. At each point along the way, note examples of the safety features involved in the selection, design and construction of the exit routes.



You should be able to point out the "Exit" signs and see that the exit route:

- has doors that swing in the direction of exit travel;
- is free of obstructions;
- is marked with the direction of travel along the way;
- has doors that are easy to open without having to use keys or tools;
- leads to the outside or a safe place of refuge; and
- has enough space for people beyond the exit.

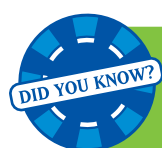
BENEFITSBUZZ

Saving for Retirement

Boyd Gaming offers employees 21 years of age or older a competitive retirement savings plan with a wide array of investment options administered by ING. Here are some key features and things you should know:

- You will be enrolled automatically in the 401(k) Savings Plan within 30 days of your first eligibility date for a 3 percent contribution each pay period. You may change this to a higher or lower amount or opt out of the plan entirely.
- You contribute to the plan on a pre-tax basis and will not owe income taxes until you withdraw the funds.
- When you contribute up to 6 percent of your pay to your 401(k) Savings Plan, Boyd Gaming will match up to 25 percent of the contribution! That is the same as "free money" from the Company.
- You "vest," or become entitled to Company contributions and any earnings thereon at the rate of 20 percent per year, until you reach 100 percent after five years.
- Remember that you can enroll in the plan on the first of any month after you are eligible, even if you opted out of the plan previously. You do not have to wait for the beginning of next year or any "open enrollment" date!

If you have any questions about the plan or would like to enroll, you may call Matt Maloney in Boyd Benefits at 702.294.6334 (or 800.556.0711 if you are outside the Las Vegas area).



Sam's Town Las Vegas celebrated the graduation of Boyd Gaming's first English as a Second Language (ESL) Program- Level IV students in March. Congratulations to all!



Moving Up

Jay Young

Manager, Training and Development



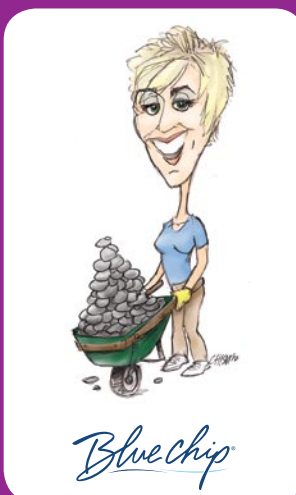
Moving Up: Human Resources Intern (2003); HR Specialist (2003); Organizational Development Specialist (2005); Sr. Learning and Development Specialist (2006); Sr. Diversity and Development Specialist (2008); Corporate Manager, Training and Development (2010)

Thought for the Day: During his internship at Boyd Gaming, Jay was drawn in by the atmosphere and the people of the Company. "I found myself one day saying that I could see myself making a long-term commitment to this company," he said. Today, that commitment includes a more than two-hour round trip daily commute from his home in Logandale, Nevada. "For me the most rewarding thing about what I do is seeing the light come on in people's eyes. Once this happens, mountains are moved, relationships are mended, and productivity increases. In training, we discuss and talk about principles that really matter in people's lives. What we talk about transcends work and carries over into everything that we do."

After Hours: Jay enjoys listening to books on CD during his commute. When he's not working, driving or at church, Jay is in the yard gardening or playing with his daughters. He and his wife have four girls, ages 6, 4, 2 and a newborn. He is an Eagle Scout and remains involved with Boy Scouts of America as a volunteer.

Shannon Olson

Employee Services Manager



Moving Up: Human Resources Receptionist (2007); HR Representative (2007); Executive Secretary (2007); Sr. HR Representative (2008); Employment Supervisor (2010); Employee Services Manager (2010)

Thought for the Day: Blue Chip offered Shannon "a foot in the door" as a receptionist and she took it. "It was a great starting position as it enabled me to meet many of the team members," she said. After just a few months, she moved into the benefits arena. Shannon already had an Indiana state insurance license and had worked for State Farm Insurance, so the new position was a perfect fit. Several more promotions soon followed. "The advice that I would give to an applicant would be to get your foot in the door, because Boyd Gaming has amazing opportunities for you if you are willing to put forth the effort." Shannon received the Team Member of the Month Award in August 2008 and December 2009, and earned her Basic Management Certificate in 2009.

After Hours: Shannon is married and has three children, ages 16, 13 and 6. She also owns a landscaping and lawn maintenance company. During what little free time she can find, Shannon enjoys walking and reading.

Monte Bunney

Slot Manager



Moving Up: Dealer — California (1981); Floorman — Stardust (1987); Floorman — Cal (1988); Shift Manager — Eldorado/Jokers Wild (1995); CIS Package Team — IS (1998); Shift Mgr/Night Mgr — Jokers Wild (2000); Asst. Slot Manager — Cal/Main Street Station (2004); Slot Operations Manager — Eldorado/Jokers Wild (2010)

Thought for the Day: After nearly three decades working for Boyd Gaming, Monte is quick to emphasize how much he has enjoyed the many opportunities the Company has offered. He started his career in the pit, worked in IT for a couple of years, and has worked in the slot department the last six years. "Every department has been an experience," he said enthusiastically. "I have always felt lucky to have a job that I enjoy. When you don't enjoy the job and people, it is time to go do something else in life."

After Hours: Monte has built three homes in Las Vegas and enjoys working on projects around the house. He is married, and enjoys spending time with family and on the golf course. He also enjoys collecting Emmett Kelly clown figurines.

Property News

News You Can Use

The United Way of LaPorte County held its "Victory" event at **Blue Chip** in February to celebrate a successful 2009 campaign. During the event, Blue Chip received the "Cornerstone Award" for being among the largest local supporters of the United Way. Blue Chip Vice President and General Manager Ted Bogich also was honored with the distinguished Burton B. Ruby Award in recognition for outstanding community service. Congratulations!



Blue Chip



Par-A-Dice presented \$10,000 to the ELITE Youth Outreach programs for 2010, with funds allocated to the Graduation Dress program. All graduates receive new professional attire to wear on job interviews.

Karen Brundage-Johnson, **Borgata's** Director of Employment Training and Diversity, was inducted into the Atlantic County Women's Hall of Fame. She was nominated for the honor by the Atlantic City Alumnae Chapter of Delta Sigma Theta Sorority, Inc. in recognition of her volunteerism and active role in the chapter. Congratulations, Karen!



Borgata
HOTEL CASINO & SPA

Par-A-Dice won the 2010 Community Services Award from the Heart of Illinois Hospitality Association in January. Boyd Steakhouse also received the Best in the Midwest Upscale Dining Award. Way to go!

ABOVE: MARY JO SCHEITLER ACCEPTS THE COMMUNITY SERVICES AWARD
LEFT: KIM LEMAN ACCEPTS THE DINING AWARD ON BEHALF OF BOYD'S STEAKHOUSE



The **Fremont** hosted its annual Spring Golf Tournament in May. A reasonably-priced package included a four-night stay, two tournaments at the Arroyo and Sienna Golf Courses, awards banquets, premium golf gifts and more.

As part of its diversity efforts, **The Orleans** partnered with Mendoza Elementary to celebrate Nevada Reading Week. A group of 16 employees from the property went to the elementary school and read to the students. Everyone who went had a great time, and the kids did, too.



Orleans Arena hosted "Star Wars in Concert" in May. The concert, which is on a global tour, features the largest video screen out on tour (60 feet wide by 30 feet high). The show is a dazzling collection of images and sound from all six Star Wars movies.

Weight Watchers has been at **Delta Downs** for five years, but this year is a little different. A funny, inspiring "Cajun lady" named Pat Meche has brought some excitement back to the program. As a result, the property had a record-number 38 participants sign up for the session that started in February. To support the group, the Employee Dining Room has developed a special Weight Watchers menu that includes the point values of all the foods, making it easier for participants to stay on track with their goals. After only four weeks, the group had already lost a total of 298 pounds. Way to go!



The original and largest live celebrity spectacular in the world, *Legends in Concert*, came to four Boyd Gaming properties in April and May: **Blue Chip, Delta Downs, Sam's Town Tunica and Sam's Town Shreveport**. The live tribute show, now celebrating its 26th anniversary as the longest-running family-friendly production show in the history of Las Vegas, features performers who transform, in every detail, into the celebrity superstars they portray. This year's show features Damian Brantley as Michael Jackson; Chad Givens as Tim McGraw; Annika Nielsen as Faith Hill; and Coty Alexander as Madonna.



Twelve **Par-A-Dice** team members participated in the annual St Patrick's Day Parade.



The Green Corner

In celebration of Earth Day, **Treasure Chest** once again teamed up with the Louisiana Department of Agriculture and Forestry (LDA&F) to give away 1,200 trees.

"We're always looking for new and creative ways to reward our loyal customers. Our tree giveaway does just that, and helps our environment at the same time," said Kurtis Shaul, Director of Marketing for Treasure Chest.

Trees were given to **B** Connected members who visited the casino on Earth Day, April 22. The selection of saplings (each two to three feet tall) included Chinese Elm, Shumard Oak, Slash Pine, River Birch, Cherrybark Oak and Bald Cypress. A representative from the LDA&F was also on hand to answer any questions customers may have had about their trees.



Lightning Strikes Three Times

Boyd Gaming recently hosted the Louisiana Lightning Slot Challenge, a three-property tournament that expanded the Company brand among valued guests in the region.

Approximately 40 guests each from **Delta Downs, Sam's Town Shreveport** and **Treasure Chest** were invited to come together for a fun-filled two-day slot tournament at Delta Downs, the first leg of the tournament. The top 10 individual scorers each won a share of \$50,000, with the first-place winner receiving \$25,000.

Sam's Town Shreveport hosted the second leg of the tournament, and the finale was held at Treasure Chest. In addition to the individual prizes awarded at each event, a 150-pound custom trophy was presented to Sam's Town Shreveport—the property with the highest overall team score at the conclusion of all three tournaments.

SAM'S TOWN
HOTEL & CASINO, SHREVEPORT

DELTA DOWNS
RACETRACK • CASINO • HOTEL

TREASURE CHEST
CASINO



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**

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