

BOYD BUZZ

January/February '10

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HURRAY FOR HOLLYWOOD!

From casino shots to hotel rooms to showroom concerts, Boyd Gaming casinos and resorts are often the location of choice for Hollywood film crews. We have hosted many productions over the years, from hourly still shoots to week-long, full-scale feature films.

"It's great exposure and visibility for the Company when our properties are featured on TV and the big screen," said Dan Stark, Boyd Gaming Corporate Vice President of Marketing.

In May, portions of the Universal comedy "Get Him to the Greek," starring Elisabeth Moss and Russell Brand, was filmed at **The Orleans**. It is due for release in 2010.

Jennifer Aniston and Gerard Butler enjoyed a week-long stay at **The Water Club** in June while shooting scenes at the **Borgata** for their upcoming movie "The Bounty Hunter." The action romantic comedy revolves around a bounty hunter who learns his next target is his ex-wife. The movie is scheduled to be released in March 2010.

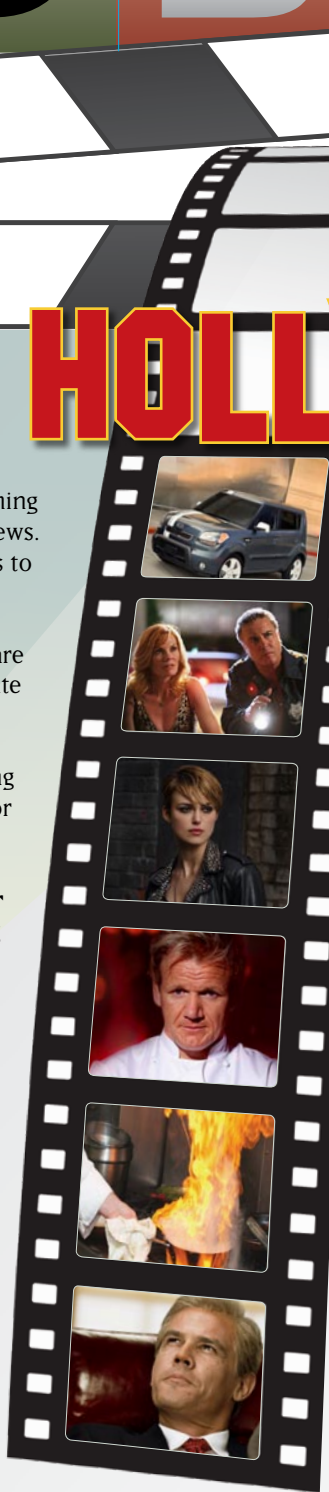
Borgata is no stranger to major film projects. In 2005, Borgata itself was the star of the show during production of "Inside a Super Casino," a one-hour television special on the National Geographic Channel that followed the creation of the largest hotel in New Jersey history.

Partnering up with producers and film crews does more than just offer the Company nice exposure. It's also good for business when properties can provide hotel accommodations, catering, meeting space and other services to film casts and crews.

Recent Film Projects

Portions of these movies, television shows and commercials were filmed at Boyd Gaming properties:

- "Domino" starring Keira Knightley and Mickey Rourke, filmed at the **Stardust** (2005)
- Kia Automobiles commercial was filmed in front of the **California** (2006)
- Television show "CSI: Crime Scene Investigation," filmed at **The Orleans** (2006)
- MTV's "Taquita & Kaui" series filmed at the **Stardust, The Orleans** and **Sam's Town Las Vegas** (2007)
- Japanese soap opera style show, "Hana Yori Dango" (Boys Over Flowers), filmed at **The Orleans** (2008)
- "Beyond A Reasonable Doubt" starring Michael Douglas, filmed at **Sam's Town Shreveport** (2008)
- "W" starring Josh Brolin, filmed at **Sam's Town Shreveport** (2008)
- "Hell's Kitchen," filmed at **Borgata** (2009)



DID YOU KNOW?

The 1995 movie "Casino" starring Robert De Niro and Sharon Stone was loosely based on the **Stardust**.

Celebrating Aviation History

Boyd Gaming was once again a proud sponsor of Aviation Nation, one of the most diverse aviation events in America. The two-day award-winning show is held each November at Nellis Air Force Base in Las Vegas. It is the largest free public event in Nevada.

The show featured planes from all eras. Several of the planes on display even allowed guests to board and view them firsthand. For many in attendance, the best part of the day was viewing the daring aerial exhibitions and the show-stopping performance of the U.S. Air Force Aerial Demonstration Squadron, The Thunderbirds.

Boyd Gaming is the founding corporate sponsor of Aviation Nation. We proudly salute all of the men and women of America's Armed Forces.



Reminder: FSA Claims Deadline is April 30

If you were enrolled in a Healthcare Flexible Spending Account (FSA) or Dependent Care Spending Account in 2009, the deadline to submit claims is April 30, 2010. All charges must be incurred prior to March 15, 2010 to qualify for reimbursement.

Remember that an FSA allows you to contribute pretax dollars into your account and Federal regulations require any unused funds to be forfeited to the IRS after April 30th. To check your FSA balance and review your monthly EOB, go online to mycigna.com or call 800.568.1314.



q&a with Bill Boyd

q
a

The holidays are traditionally a time when we think about giving and helping others. But at Boyd Gaming, we strive to give back to our communities year-round. Can you highlight some of the more significant causes we support, or that are close to your heart, as we enter a new year?

Giving back to the community has always been an important part of the Boyd Gaming culture. My dad, Sam Boyd, founded the Boys and Girls Club in Las Vegas and Henderson many years ago, and he, along with other businessmen, started the United Way in Las Vegas. Boyd Gaming and our employees are enthusiastic supporters of both organizations to this day. Those are two of our biggest causes, but they're not the only ones. Local and regional food banks, such as Three Square in Las Vegas, are another great type of charity we like to assist. They need community support all year long. We also give to a variety of educational organizations, including the Foundation at the University of Nevada, Las Vegas. I personally made the first donation to start UNLV's school of law several years ago.

q
a

Do you have any favorite memories from the recent holidays?

One night during December for the last ten years or so, I've invited all of my cousins and their families to a holiday dinner. This last year we had a buffet dinner at Second Street Grill. I usually rotate this gathering each year between the downtown properties and Sam's Town.



Guests Embark on Whirlwind Boyd Gaming Tour

Boyd Gaming has loyal customers across the country. But few of them are as dedicated as Alex Bratu and Mary Anne Sulik.

Wowed by the Boyd Style of customer service delivered by employees, the Connecticut residents have been visiting Boyd Gaming casinos for three decades, and have owned stock in Boyd off-and-on since the early 1990s. So when they were looking for a hook for their latest road trip, they settled on a whirlwind two-week tour of all 16 Boyd Gaming casinos nationwide.

Starting October 10 at Borgata, Alex and Mary Anne took a 4,000-mile trek across the nation. At each stop along the way, Boyd Gaming employees gave the couple the red carpet treatment – and at Sam's Town Tunica, they joined Bill Boyd, Marianne Johnson and Keith Smith in attending the property's annual employee talent show. "I thought we were at an American Idol competition!" said Mary Anne.

Alex and Mary Anne now have a long list of memorable encounters with Boyd Gaming employees across the country: like the Jokers Wild security guard who tracked down a souvenir with all 16 property logos on it; and the Delta Downs employee who scoured the casino floor until finding Alex's favorite slot machine.

"Those experiences consistently happened to us," Mary Anne said. "The employees are so friendly, and go the extra mile. All employees are treated like family, and I think that's so important."

Alex added, "I think happy employees give great customer service, and that's why we keep getting great customer service at Boyd Gaming."



Boyd Gaming's Entertainer of the Year is... Jason Newsom

Many talented performers competed for the top prize at the Boyd Gaming 2009 Employee Talent Show Finals on November 11. In the end, The Orleans' Jason Newsom was crowned Entertainer of the Year. He wowed the audience with an outrageous '70s disco-style magic performance that included doves and acts of illusion.

Jason saw the Lance Burton show at the Monte Carlo on his 12th birthday. He has been learning and performing magic ever since.

"I knew that magic was what I had to do, what I am supposed to do with my life," he said. "Magic is a very difficult art to learn. You have to be an actor, a dancer, a musician, a director, a choreographer, a carpenter, a lighting designer, an audio engineer, a music and video editor, and much more."

"I think activities like this boost morale for the Company. Everyone has a good time and returns to work refreshed," Jason said. "I'm most excited for the trip I won to Hawaii. I've never been there and I really want to go!"



FAR LEFT: WINNER JASON NEWSOM PERFORMING

LEFT: BILL BOYD AND WINNER, JASON NEWSOM

Congratulations and thanks to all our talented performers!

Winning entertainers:

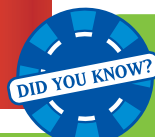
- 2nd place • Teddy Royal, Borgata
- 3rd place • Helen Larlo, Gold Coast
- 4th place • Cherrie Goodman, Sam's Town Shreveport
- 5th place • Doreen Herod-Nelson, Suncoast

Drink Pink

Throughout the month of October, guests at **Borgata** helped to support National Breast Cancer Awareness Month by choosing specialty cocktails off the property's Drink Pink menu.

A portion of the sales proceeds benefited the Philadelphia-based charity, Living Beyond Breast Cancer (LBBC), through the Borgata Heart & Soul Foundation. The mission of LBBC is to empower all women affected by breast cancer to live as long as possible with the best quality of life.

The special menu featured four signature cocktails, priced at \$10 each, such as the popular Pink Lemonade Martini, the Pink Margarita, the Pink Melon Prosecco (with a splash of watermelon pucker and grenadine), as well as a Fleming-Jenkins Victories Rosé wine by female winemaker, Peggy Fleming and her husband. A breast cancer survivor and former Olympic gold medal figure skater, Fleming released Victories Rosé in 2005 to raise funds for breast cancer research.



Central Illinois Black Expo presented the "Outstanding Contribution" award to the **Par-A-Dice** at the event's opening reception in September, recognizing the property's community initiatives. Way to go!

SAFETYBUZZ

Invest in Your Personal Safety

"Think Safe. Work Safe. Be Safe."

Slips, trips and falls are a leading cause of accidents in the hotel and casino industry and some of the most costly. Wearing safety shoes can help prevent these types of accidents and have been known to eliminate slip-type accidents altogether.

For your convenience, Boyd Gaming properties regularly host safety shoe sale events with payroll deductions to make purchases even easier. Certain positions may require safety shoes. If you are unsure about your position's requirements, refer to your Supervisor or property Safety Manager. In addition to protecting your feet, shoe companies now also offer more stylish and comfortable styles to choose from. Check out the next safety shoe event at your property.

Upcoming Shoe Events:

Boyd Linen: March 29
 California: January 29
 Delta Downs: January 29
 Eldorado: March 29
 Fremont: January 22
 Gold Coast: January 25 & 26
 Jokers Wild: March 29
 Main Street Station: January 28
 Sam's Town Las Vegas:
 February 24 & 25
 Suncoast: January 20 & 21
 The Orleans: January 18 & 19
 Treasure Chest: February 19



Employees Empowered by ESL Classes

Studies have shown that employees who take English as a Second Language (ESL) classes through the workplace receive many empowering benefits: increased confidence; greater job competency, flexibility and versatility; and greater control of day-to-day work situations. At Boyd Gaming, our ESL class offerings continue to grow and bring these many rewards to our valued employees.

Sam's Town Las Vegas had an overwhelming response to its first ESL Level I class in March, with more than 100 employees requesting to sign up. The initial class included 32 students, most of whom continued on to complete Level II and Level III classes. A new Level I course will begin in early 2010.

"The changes we've seen in our students are amazing," said Mary Branaugh, Employee Relations Manager at Sam's Town. "It's almost like a whole new group. Some of them had worked here for years and could never understand English. Now, they can now enjoy talking with their guests with confidence, and several are now planning to take college courses."

Borgata also proudly launched its new program, ESL — One Borgata Way, during the summer. Two groups of students have already completed the eight week program, and more classes will be offered in 2010.



ABOVE: BORGATA EMPLOYEES
 BELOW: SAM'S TOWN LAS VEGAS EMPLOYEES



Moving Up



Martha Melgar

Marketing Coordinator

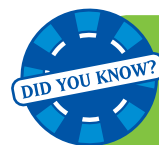


MOVING UP ILLUSTRATION © CALDER CHISM

Moving Up: Soft Count Attendant (2005); Accounts Payable Clerk (2006); Marketing Coordinator (2009)

On The Job: Martha's job involves many responsibilities including entering offers and promotions information into the computer, issuing barcodes for customer coupons, and updating the new members list every Monday. Still, each day is different, which she says helps keep her job fun and enjoyable. "I learned a lot and was blessed with new friends," she said about each of her promotions at the property. A dedicated employee, she received an award in 2007 for perfect attendance. Martha said the most rewarding part of her new job is being able to see and experience the customers' reaction and excitement after she has helped put a promotion together.

After Hours: Martha is a single mother of two children, Tony and Nasheli, ages 14 and 12 respectively. Her time off work is dedicated to them, and she likes to volunteer at their school activities whenever possible. Martha also loves to cook.



Blue Chip was voted The Michigan City News Dispatch's 2009 Readers' Choice winner for "Best Casino" and "Best Place to Meet People." Congratulations!



87702

'Trees of Hope' Branches Out

In an effort to make the holiday season a bit brighter for local charities, Delta Downs Racetrack Casino & Hotel held its 2nd Annual Trees of Hope charity fundraiser, while Sam's Town Shreveport held its first. This friendly competition awarded \$10,000 to local charitable organizations.

In Vinton, Louisiana, thirteen companies, charities and non-profit organizations competed in this year's event. Each was provided a 12-foot tree by Delta Downs, and invited to decorate the trees for a public display in Delta Downs' Promenade. Members of the public were invited to visit the Delta Downs Promenade to vote for their favorite tree; over 1,000 votes were cast.

And the winners were: 1st Place (\$5,000) - The Times of Southwest Louisiana for the

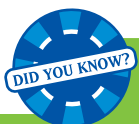
4 Paws Society; 2nd Place (\$2,500) - The Council on Aging; and 3rd Place - (\$1,000) West Calcasieu Cameron Hospital for Genesis Therapeutic Riding Center. Ten runners-up each received \$150.

Sam's Town Shreveport provided 15 local charitable organizations twelve-foot trees in which most teemed to their particular charity. Artificial trees were purchased so as to be used again in the coming years however, due to overwhelming popularity they plan to purchase five more for this year!

And the winners were: 1st Place (\$5,100) - Feist-Weiller, 2nd Place (\$2,600) - HUB Ministries; and 3rd Place (\$1,100) - Louisiana Association for the Blind. Twelve runners up received \$100.



ABOVE: FIRST PLACE WINNERS, THE TIMES OF SOUTHWEST LOUISIANA FOR THE 4 PAWS SOCIETY



Keno was invented by the Chinese 2,000 years ago, and money raised from the highly popular game was reportedly used to finance construction of the Great Wall.

Property News

News You Can Use

Windell, the beer delivery guy in the Miller High Life commercials, recently paid a visit to **Blue Chip**. He spent about an hour walking through the property greeting guests, taking photos and signing autographs. The excitement he created was incredible. Windell made it a fun and memorable night for guests and team members alike.



Blue Chip
CASINO • HOTEL • SPA



The **Dania Jai-Alai** Skybox overlooking the court is catering to University of Florida fans and is now an unofficial home of the Gator Nation. Every Saturday the Gator football team plays, the game is featured on the new 110" high-definition screen. South Florida is the home of more than 50,000 UF alumni.

Dania Jai-Alai

Par-A-Dice was again home to the MDA Telethon in September. As a major corporate sponsor, meeting space was provided for the broadcast, 17 team members volunteered to answer phones, and a donation of \$7,500 was made to support "Jerry's Kids."

PAR-A-DICE
HOTEL • CASINO

Borgata and Michael Mina's SEABLUE welcomed new Executive Chef Anthony Amoroso in September. A New Jersey native, Chef Anthony graduated from the Culinary Arts Institute of Hudson County College. Over the past 12 years, he has worked for several top hotels and restaurants throughout the Northeast. Most recently, Anthony worked with Michael Mina at the Bellagio in Las Vegas.



Borgata
ATLANTIC CITY HOTEL CASINO & SPA



In September, **Sam's Town Shreveport** employees participated in the Susan G. Komen Race for the Cure. The entry fees for all the participants totaled more than \$1,000, making it the Northwest Louisiana affiliate's most successful race in 15 years.

Delta Downs recently promoted Stephan Meier to Director of Finance; he previously worked as Controller at the property. Delta Downs also welcomes new Executive Chef Joseph Jaskiewicz, who comes to the property from Remington Park Racetrack and Casino in Oklahoma.



The **Gold Coast** Diversity Committee had shirts made for employees to wear when they are out volunteering or attending diversity events. The shirts feature the property's newly designed diversity logo, which represents both diversity and unity.

Live thoroughbred racing returned to **Delta Downs** in October. Races will run Wednesday through Saturday nights until March 20, 2010. The highlight of the thoroughbred meet was "Louisiana's Richest Night of Racing," featuring the Grade III Delta Princess and the Grade III Delta Jackpot, on December 4, with more than \$1.6 million in purses awarded. The winner, Rule, rode his way to victory through the snowstorm - Vinton, Louisiana received over two inches that night.



DELTA DOWNS
RACETRACK • CASINO • HOTEL



On Veterans Day, **Treasure Chest** handed out free U.S. flag lapel pins to its first 1,000 customers and provided a free buffet meal to all veterans.

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**, Boyd Buzz Team Editor, to claim your prize: call **702.792.7357** or email kristyalward@boydgaming.com



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PROPERTY NEWS, CONT.

The **California** celebrated the football showdown between the University of Hawaii and the University of Nevada-Las Vegas in September. The property was the title sponsor of the game, played at UNLV Rebels' home Sam Boyd Stadium. The Cal also hosted the official UH tailgate party and other fun-filled events.

CALIFORNIA
HOTEL • CASINO • LAS VEGAS



BOYD GAMING PRESIDENT AND CEO KEITH SMITH RECEIVES THE OFFICIAL GAME BALL.



The **Sam's Town Tunica** housekeeping team recently competed in the 2009 Housekeeping Olympics. They had to compete against seven other casinos in events like toilet paper hoops and bottle bowling. There was also a table display and a performance act. The team won 1st place and now holds the title of "The Best All Around Housekeeping Team." Way to go!

SAM'S TOWN
HOTEL & GAMBLING HALL, TUNICA

Surprise!

The Triple Crown Buffet staff at Delta Downs recently made the day of one their valued guests. Mr. Castle and his wife come to the buffet every evening for dinner, and the team members have built a great relationship with them.

Knowing Mr. Castle's birthday was coming up, the team planned a surprise. Most of the staff came to work on their day off to give Mr. Castle a birthday party. They arrived unexpectedly with a birthday cake and gifts and stayed after closing to celebrate with him. The Castles were touched by the surprise.

Mr. Castle has stated numerous times that the people at Delta Downs are the best. We couldn't agree more. Way to show our BOYD Style!



BACK ROW, FROM LEFT: JOHN BURGESS, BRANDON MYERS, MR. CASTLE, MRS. CASTLE, TIM BELFRY, PATRICK PINA; FRONT ROW, FROM LEFT: CHELSEY ROBINSON, MELANIE CLARK-JACKSON, SHANNON WRIGHT, ERIN JACKSON



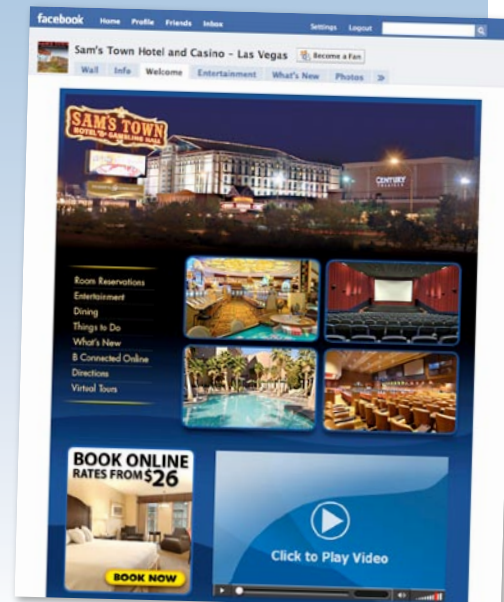
And They Told Two Friends....

Remember that old television commercial in which a woman was so excited about the great results of her shampoo that she told two friends? Then they told two friends, and they told two friends. Pictures of women with beautiful hair multiplied exponentially, until the television screen was filled by the hundreds.

With the power of Facebook, Twitter, YouTube and other Internet tools, Boyd Gaming now has the exciting opportunity to set in motion the same kind of word-of-mouth marketing for its properties.

In the past, companies have been limited to marketing efforts that only pushed information in one direction – from the company to potential or existing customers. It was difficult to engage in dialogue, interact with the consumer, or monitor word-of-mouth. Today, through social media Web sites, we have exciting new opportunities to circulate information in many directions.

Boyd Gaming's Corporate e-commerce team has launched a project to establish a more interactive presence for the Company on the Internet. Consumers have the opportunity to become Facebook fans and to follow every one of our properties on Twitter. These sites enable us to share information, links, video, images and stories, communicate in real time, and more fully engage our customers. Soon, we will also be able to expand the offerings with photo galleries, polls, surveys and open feedback displays.



BOYD GAMING WAS ONCE AGAIN A TRAILBLAZER WHEN IT CREATED THE CASINO INDUSTRY'S MOST COMPREHENSIVE FACEBOOK WELCOME PAGES, WITH REAL-TIME ROOM RATES, ENTERTAINMENT CALENDARS AND POSTINGS.