

BOYD BUZZ

mar/apr '08

Properties Get Creative with One Card Launch



January not only brought a new year, but also the first phase of a new consolidated players club to Boyd Gaming. Our four Las Vegas Locals properties – Sam's Town, Suncoast, The Orleans and Gold Coast – played an important role in the successful launch of the new Club Coast program. Each property found creative ways to introduce the program to guests and to educate employees on the different tiers (Ruby, Sapphire and Emerald) and increasingly attractive series of services and benefits.

Sam's Town not only had to explain the new program structure, but also the name change from Prime Rewards to Club Coast. After providing training for employees, the property hosted a series of parties for players at each level. While guests enjoyed food and drinks, Assistant General Manager Andre Filosi spoke about the program changes. At first, some members were leery, worried they might lose points or other benefits. But in the end, all seemed excited about the new program.

"Andre made a game out of who had the most cards," said Tim Rambo, Director of Slot Operations at Sam's Town Las Vegas. "Then after finding out who had the most cards, he let them know that now there was

“ It was quite funny and a great way of introducing the different tier benefits of One Card. ”

Kerrie Burke - Vice President and General Manager

At Gold Coast, a series of employee rallies featured the property's take on the television show "The Dating Game," which they dubbed "The Rating Game."

"It went over really well with our team," said Kerrie Burke, Vice President and General Manager, who played the contestant role and asked each card questions about its benefits. "It was quite funny and a great way of introducing the different tier benefits of One Card."

only one card they needed in the future. It was very well received."

Boyd Gaming plans to roll out the One Card program nationwide, connecting the Club Coast card to similar programs at our properties in Downtown Las Vegas and the Midwest and South region.



GOLD COAST EMPLOYEES PLAYED "THE RATING GAME" TO INTRODUCE THE COMPANY'S NEW PLAYERS CLUB PROGRAM. SCOTT NELSON (HOST) DIRECTOR OF CASINO OPERATIONS, KERRIE BURKE (CONTESTANT) VP AND GENERAL MANAGER, NIALL GLENNON (RUBY) EXECUTIVE CASINO HOST, DANNY WHITT (SAPPHIRE) SLOT MANAGER, MIKE TOMASELLO (EMERALD) DIRECTOR OF SLOT OPERATIONS.

Serving Those Who Served Our Country

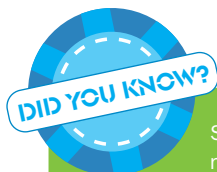
Volunteers from Delta Downs recently teamed up with the nonprofit organization Rebuilding Together-Calcasieu to help build new homes for veterans in their community.

Each cabin being built measures 20 feet by 15 feet, is handicap accessible, and can accommodate four people. Many of the residents are doing most of the

"It's a good cause and we appreciate our bosses for letting us do it," said Delta Downs locksmith Joey Lafleur, referring to a program that provides time off of work for employees to volunteer in the community. "We've been helping with projects like this for as long as I've been at Delta Downs."

“ We've been helping with projects like this as long as I've been at Delta Downs. ” Joey Lafleur – Delta Downs locksmith

work themselves, and they were thrilled to see the line of cars pouring into the driveway to help out that day. Fourteen employees from six Delta Downs departments rolled up their sleeves to tackle projects such as caulking, painting, and building porches.



Spa Toccare at **Borgata** was named by readers of *Conde Nast Traveler* magazine as one of the "top spas" in North America.



DELTA DOWNS EMPLOYEES (SHOWN ABOVE) DIVE IN TO HELP BUILD HOMES FOR VETERANS

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q&a with Bill Boyd

q What are “Culture Sessions” and why are you hosting them for Boyd Gaming employees?

a My goal in taking on the new position of Executive Chairman was to become more involved on a personal level with our properties, employees and customers. A first step in that process is sharing my perspective on the history and culture of the Company – from my dad working as a dealer when I was a young boy, all the way up through where the Company stands today as a leader in the gaming and entertainment industry. I will be sharing that story during “Culture Sessions” at each one of our properties. We kicked things off with a series of sessions at the Rainbow Corporate Office in February. I have since then visited Borgata, Sam’s Town Las Vegas, Suncoast and Echelon, and look forward to seeing all of you in the coming months.

q What are the sessions like?

a They begin with a presentation about the history of the Company. I also share my thoughts about the unique culture of our Company and why it is so important to our success. After that, employees have a chance to ask me any questions they’d like. It’s a casual presentation with a small group of people, which I hope will help encourage a continuing dialogue between myself and employees going forward.

(ABOVE) BILL BOYD ADDRESSES EMPLOYEES AT FIRST CULTURE SESSION HELD AT (RIGHT) RAINBOW CORPORATE OFFICES.



Getting to Know our Board Luther Mack

BOYDGAMING

Luther Mack always wanted to be in business for himself. After working a few years for the U.S. Small Business Administration in the early '70s, he took the leap and bought a McDonald's restaurant in 1974. Today, he owns and operates 11 restaurants and he's "lovin' it."

Active in the community, Luther has served on many boards and committees throughout his career and has received numerous awards and recognition for his contributions. In addition to currently serving on the Boyd Gaming Board of Directors, he also serves on the James Hoff Memorial Board (for slain law officers), the Wells Fargo Bank Community Board, and the CHSI,



Self-insurance Board of Directors. Luther is the only McDonald's owner/operator to receive the prestigious Ronald Award, for outstanding contributions, three times.

In 2006, he was inducted into the Nevada Business Hall of Fame.

A Reno resident since 1951, Luther graduated from Reno High School and served in the United States Marine Corps from 1963 to 1968. He is married and has three daughters. Staying physically fit is important to Luther; he enjoys skiing, horseback riding, working in his yard, and walking the desert on the hunt for Indian arrowheads.

BOARD OF DIRECTORS: BILL BOYD, MARIANNE JOHNSON, KEITH SMITH, BOB BOUGHNER, WILLIE BOYD, TOM GIRARDI, LUTHER MACK JR., MIKE MAFFIE, BILLY MCCOY, FRED SCHWAB, PETER THOMAS, AND VERONICA WILSON.

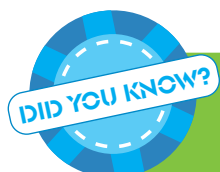
Team Leaders Get Back to Basics



Leadership development became a key priority at Par-A-Dice in 2007 when the property implemented the University of Nevada Las Vegas/Boyd Gaming Basic Management Certificate series as a mandatory development plan for all of its team leaders. The decision recognized the importance of providing tools and support for the property's team leaders to become the best they can be. The UNLV/Boyd Gaming certificate program has proven to be a great tool to refresh current team leaders on their skills.

In the past year, more than 100 Par-A-Dice team leaders earned certificates in Basic Management from UNLV. In recognition of their commitment, the property will hold a graduation celebration and each graduate will be presented with a special gift.

New and upcoming team leaders will be added to the program on an ongoing basis to further develop their skills and help prepare them for their leadership roles with Par-A-Dice and Boyd Gaming. Additional graduation ceremonies will be planned throughout 2008 for those who complete the program.



There are only **two sports** in the world where it is **illegal to play left-handed** – polo and **Dania's** signature sport, jai-alai.

**Dania
Jai-Alai**

BOYDGAMING

Safety...It's Your Call

Have you noticed the new safety poster and kiosk in or near the employee dining room at your property? To remain proactive and keep the safety of employees and guests a high priority at all of our locations, Boyd Gaming has launched a new company-wide Safety Hotline. Stop by the kiosk to pick up a handy wallet card with the hotline number.

If you have a safety suggestion or concern, please speak up. You can discuss it with the appropriate supervisory personnel at your property. Or, if you prefer to remain anonymous, you can call the Safety Hotline. It works just like our Ethics Hotline (the toll-free number is even the same!), staffed by The Network – an independent organization, operating 24 hours a day, 7 days a week.



 Safety Hotline:

1-866-4U2-TELL

Going the Extra Mile

It may come as no surprise that tourists travel great lengths to visit Borgata every day. But at least one employee does the same – driving about two and a half hours from her home in Easton, Pennsylvania, to her job as Assistant Sous Chef in Borgata's Garde Manger Department.

“ (People) make coming to work everyday a joy. ”

Heather Williams - Assistant Sous Chef

Heather Williams was drawn to Borgata as the preeminent culinary destination in the area and as a great place to seek and develop a career as a chef. The benefits, she said, outweigh the five-hour round-trip daily commute she has made for nearly a year.

"We have a high volume of customers, and we put out many different food products," she said.

Heather recently earned an associate's degree from the Pennsylvania Culinary Institute in Pittsburgh. While Borgata's culinary offerings are what drew her to the property, she said it's the people that she enjoys most about her job.

"They make coming to work everyday a joy," she said. "It's a great place to work and you feel like it's just one big happy family."



Internships Cultivate Future Industry Leaders



College internships provide ambitious students with first-hand experience and knowledge in their chosen career field. Such experience can give them a significant edge after graduation. From the business perspective, internships provide companies with the means to help ensure a new generation of qualified industry leaders – one individual at a time.

As part of Boyd Gaming's internship program, Gold Coast hosted University of Nevada Las Vegas (UNLV) student Hoi Hou Fong (Jay) for the fall 2007 semester. He spent three months at the property, learning the ropes in key customer contact departments.

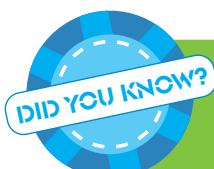
"I had a really good time working at Gold Coast," said Jay, a senior in UNLV's Gaming Management program. "It's just like a big family, everyone treating others as a family member."

One of Jay's most memorable experiences, he said, was working on poker tournaments. He enjoyed being involved from start to finish with compiling data, sending invitations and finally, working at the tournament. He also teamed up with slot marketing under the direction of VIP Host Cam Burke, whom Jay said was, "very patient and supportive of my learning process, driving me down the right track."

Internships and other employment opportunities can be found at www.boydgaming.com/employment.



CORPORATE VP OF HUMAN RESOURCES, BOB GERST, WITH JAY



Fixing a leak in your bathroom can **save as much as 500 gallons of water** a month. **Listen for dripping faucets and toilets** that flush themselves. For more water-saving tips, log onto at www.wateruseitwisely.com.



Moving Up



James Franks
Nightlife Manager, mur.mur

Moving Up: Cook, Old Homestead (2003); Garde Manger Sous Chef (2004); Restaurant Manager, Bread & Butter (2006); Nightlife Manager, mur.mur (2007)



Thought for the day: Jim was born in Philadelphia and moved to South Jersey when he was six years old. After graduating from the Academy of Culinary Arts, Jim was invited by Executive Chef Ron Ross to tour Borgata. Jim had never given much thought to the casino industry, but was convinced to make the move once he visited. He loves cooking and his new position allows him to see the customers' point of view and their enjoyment of food products.

After Hours: Jim would often visit Borgata as a customer, but he now enjoys visiting other restaurants and nightclubs to bring back his experiences. After long nights at mur.mur, Jim enjoys time with friends and visiting family – and he still loves cooking!

Julio Fernandez
Executive Housekeeper

Moving Up: Front Desk Clerk, California (1987); Front Desk Supervisor (1994); Sales and Reservations Manager (1994); Hotel Manager, Main Street Station (1996); Front Office Manager, Cal (1999); Hotel Manager, Cal/MSS (2003); Executive Housekeeper, MSS (2007)



Thought for the day: Julio took a brief hiatus from Boyd Gaming in the late 1990s to work at New York – New York, but he soon returned. "It felt too much like being a number there," he said. "Coming back to Boyd was just like stepping back into the family." In his current position, Julio has a lot of ground to cover and is on the go all day. His responsibilities include maintaining all of the interior and exterior property at Main Street Station.

After Hours: A self-described homebody, Julio likes to "just kick back" at home and enjoy time with his wife of 24 years and their 17-year-old daughter. To unwind, he also enjoys crafting small woodworking projects in his garage.

MOVING UP ILLUSTRATIONS © CALDER CHISM

Aloha in the Big Easy

When they learned the University of Hawaii was headed to New Orleans to play in the 2008 Allstate Sugar Bowl, employees at Treasure Chest and Vacations Hawaii got busy. Their goal was to provide the best in Big Easy entertainment for more than 100 Hawaiian guests making the long trip to support their team.

Charter buses wrapped in Sugar Bowl artwork transported guests from downtown to the property to eat and play.

On game day, Treasure Chest hosted a tailgate party for the Vacations Hawaii group with a southern Louisiana Mardi Gras theme. Each guest received a Mardi Gras mask, a buffet meal and tea leaves for good luck to cheer on the Hawaiian Warriors football team. The Uptown Steppers – a five-piece New Orleans jazz band – played local favorites, as they marched through the party throwing beads in true Mardi Gras parade style.



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Property News

News You Can Use

The Human Resources department at **Sam's Town Las Vegas** all wore red on February 1 in honor of women's heart health day. The team wanted to help raise awareness that heart disease is the leading killer of women in the United States.



Throughout the month of January, **Delta Downs** worked to install new carpet in the casino and also added more slots. This renovation brought the total number of machines to more than 1,600 of the latest and hottest slots in the area.

Dania Jai-Alai was the site of the final round of the World Cup of Jai-Alai in February. The top jai-alai players from Dania, Miami, Orlando and Spain participated in the world championship event.



The Greater Shreveport Chamber of Commerce recently honored young professionals for their contributions to the Northwest Louisiana community. Among the "40 Under 40: Young Professionals of the Year" was **Sam's Town Shreveport's** Human Resources Training Manager Venezuela Williams. Way to go!



Boyd Gaming was recognized with a 2007 Customer Service Excellence Award from the Las Vegas Chamber of Commerce and the Las Vegas Convention & Visitors Authority. Congratulations to all Las Vegas employees for making this distinction a reality!

Par-A-Dice employee Patty Hamlet won the 2007 United Way Chili Cook-off. In January, she prepared a batch of her award-winning chili at a live cooking station in the Par-A-Dice Buffet for guests and team members to enjoy. Patty's now-famous recipe was handed down to her by her mother (although she did admit her mother's chili was a little spicy, so Patty put her own spin on the recipe for a milder version).



PATTY AT THE UNITED WAY CHILI COOK-OFF

In February, **Borgata** opened job opportunities for its associates to apply for The Water Club, scheduled to open this summer. Associates will have the option to apply for a transfer from their current position into a new Water Club position.



Boyd Gaming was honored in the 2007 Henderson Economic Development awards Program in the New Business category for Boyd Linen and Uniform Services, its new state-of-the-art laundry production facility serving all of the Company's Henderson and Las Vegas properties.



Vincent Wickliffe, General Manager for **Eldorado** and **Jokers Wild**, was recently appointed to the Board of Directors for the Henderson Boys and Girls Club.



VINCE WICKLIFFE, GENERAL MANAGER ELDORADO AND JOKERS WILD

In a video produced for the **Delta Downs** Employee of the Year banquet, General Manager Jack Bernsmeier mounted his noble steed, Bubba, as King of Deltonia and declared, "We stand ready to defend our turf." The production was put together by Human Resources Director Carol Core and also featured Delta's Assistant General Manager Steve Kuypers as the Dark Lord. "An Enchanted Evening at Delta Downs" was a Renaissance-themed banquet recognizing all employee-of-the-month nominees.



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, Assistant Editor, to claim your prize: call 702.792.7357 or email kristyalward@boydgaming.com

The Green Corner

The Food & Beverage Department at Suncoast has implemented a recycling program that not only helps the environment, but also saves money.

Renu Oil and Recycling removes items from the trash for recycling, such as cardboard, aluminum, tin, glass and plastics. Other, less obvious, items are also removed for recycling – such as "wet garbage," which is mixed with paper and converted to organic compost. Even French fryer grease is recycled to make soap and alternative fuels (and Renu Oil pays the Company per gallon for the grease they recycle).

“...a recycling program that not only helps the environment, but also saves money.”

The program has also been implemented at other Boyd Gaming properties. All told, it reduces the amount of trash being hauled to landfills and saves the Company thousands of dollars on an annual basis because fewer trash compactor pulls are needed each week.



Looking in on Echelon...

Construction of Echelon is well underway, as the foundations for Hotel Echelon, The Enclave and Shangri La begin to take shape on the site.



Economic Development Kudos for Blue Chip

The annual meeting of the Michigan City Area Chamber of Commerce was held in February at Blue Chip. During the meeting, the property was recognized by the chamber with the 2007 President's Award for outstanding leadership in economic development.

Chamber President Tim Bietry presented the award in honor of the \$300 million investment Blue Chip has made to Michigan City's North End. This investment includes the original \$170 million for the new casino, which opened in 2006, and the \$130 expansion project which began in early 2007. The custom award design resembles Blue Chip's new hotel tower, which is under construction.

Bietry noted that the addition of the hotel and convention center will add new nightlife experiences and a first-class regional destination that will attract more visitors. To punctuate his point, Bietry also announced that next year's annual chamber meeting is already scheduled to be held in Blue Chip's new 15,000-square-foot ballroom.

