

BOYD BUZZ

may/june '08

High Speed Thrills at Sam's Town 300



By winning the 2008 NASCAR Sam's Town 300 race, Mark Martin earned his third Sam's Town 300 win and also gave Dale Earnhardt Jr. his first victory as a car owner with JR Motorsports.

This was Boyd Gaming's 11th year sponsoring a race that always seems to bring high-energy and excitement to the Las Vegas Valley. This year's race saw an average car speed of 108 miles per hour, nine cars taken out due to accidents, and 15

The Annual Speedway Children's Charities NASCAR Driver's Auction was held inside Sam's Town Live! once again. Drivers making appearances at Sam's Town this year to help raise money included Greg Biffle, David Ragan, Clint Bowyer, Bobby LaBonte and Jason Keller.

Success of the driver's auction each year also depends on the support of the Boyd Gaming Corporate Marketing team, Sam's Town employees

“ This was Boyd Gaming's 11th year sponsoring a race that always seems to bring high-energy and excitement... ”

lead changes. With just five laps remaining, Martin accidentally bumped the car ahead of him, triggering a multi-car crash that knocked out the two top cars and enabled him to take the lead.

The race drew a 2.1 rating on ESPN2, the highest cable rating for a Sam's Town 300 at Las Vegas Motor Speedway and a much higher rating than the 2007 average of 1.4 for NASCAR Nationwide (formerly Busch) Series events.

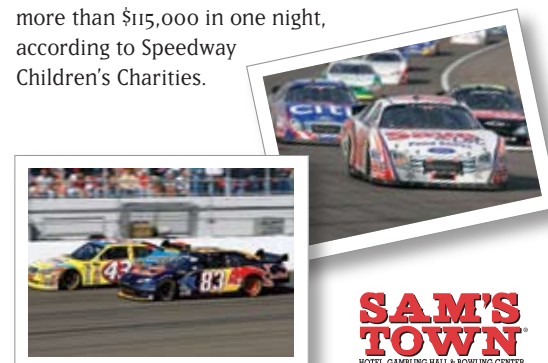
Country music artist Josh Gracin, a former "American Idol" contestant, sang the National Anthem prior to the start of the race. He later performed at the Official After-Race Concert at Sam's Town Live!

and the Boyd Gaming employees who volunteer during the event. This year's auction raised more than \$115,000 in one night, according to Speedway Children's Charities.



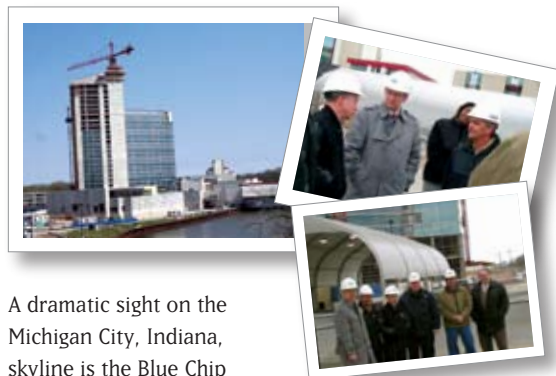
MARK MARTIN RECEIVES HIS 3RD SAM'S TOWN 300 VICTORY.

THE UNITED STATES AIR FORCE THUNDERBIRDS, BASED AT NEARBY NELLIS AIR FORCE BASE, PERFORMED A FLYOVER DURING NASCAR WEEKEND AT LAS VEGAS MOTOR SPEEDWAY.



SAM'S TOWN HOTEL, GAMBLING HALL & BOWLING CENTER

Into the Blue



A dramatic sight on the Michigan City, Indiana, skyline is the Blue Chip construction crane, positioned high atop the new hotel building. As the 302-room hotel tower, part of Blue Chip's \$130 million expansion, reached its full height in March, the crane self-climbed 100 feet or more at a time. When finished in late 2008, the Blue Chip Hotel will be 22-stories high and one of the tallest structures in LaPorte County.



Sous Chef in the Spotlight

Sam's Town Las Vegas Sous Chef Mariela Quezada was recently featured in "Heroes Among Us," a special program that aired on Hispanic radio and television stations throughout Nevada in February.

“ ...program sought to highlight and honor Hispanic resort employees who are involved in the community... ”

Sponsored by the National Resort Association, the program sought to highlight and honor Hispanic resort employees who are involved in the community through charitable and nonprofit organizations. Mariela – a native of Michoacán, Mexico, who moved to Las Vegas in 1995 at nine



years old – was interviewed and filmed during her participation in a "Chefs for Kids" event.

In high school, Mariela took advantage of the Culinary Arts Program offered at Vo-Tech, which

included a one-year internship that she completed at Sam's Town and Le Cordon Bleu Culinary Arts School. She is currently attending the Community College of Southern Nevada and plans to complete a bachelor's degree in Hotel Hospitality at UNLV. Mariela is utilizing the new Boyd Gaming employee tuition reimbursement program to help achieve her goal.



EMPLOYEE NEWS

Page 2



Page 3

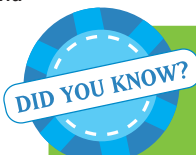


COMPANY NEWS

Page 2



Page 4



Boyd Gaming matches 50 cents for every dollar you contribute to your 401k – up to 6 percent of your income! Take full advantage of the company match by contributing at least 6 percent.

q&a with Keith Smith

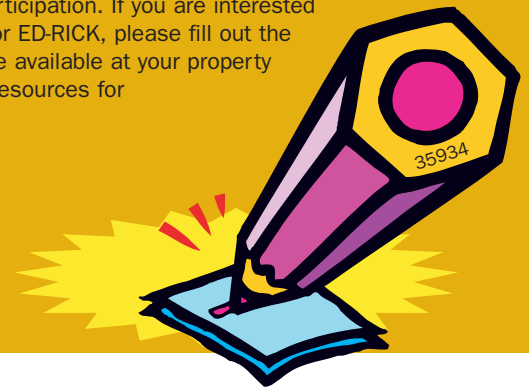
q What is ED-RICK?

a The Employee Disciplinary Review Committee, also known as ED-RICK, was established more than 20 years ago at Boyd Gaming. It is another extension of Boyd Style. We believe in the fair and consistent treatment of all employees and work to establish programs that support our way of doing business.

In addition to our Open Door Policy, which we firmly believe in and practice, ED-RICK provides further review in discharge cases to allow for fair the treatment of employees. Following the general manager's review, any full-time, non-exempt, non-supervisory, non-union employee who has passed the introductory period and feels he or she has been unjustly terminated may request an appeal through ED-RICK. To support a fair review, each committee is comprised of three non-supervisory and two management employees. The committee reviews the appeal, and their decision is final and binding.

q Can I participate in the committee?

a Serving on the committee is a wonderful opportunity for you to be involved in the decision-making process and work closely with management. For ED-RICK to be successful, we need your participation. If you are interested in volunteering for ED-RICK, please fill out the ED-RICK brochure available at your property or visit Human Resources for more details.



Getting to Know our Board Veronica Wilson BOYDGAMING

Veronica "Ronnie" Wilson entered the gaming industry as an accountant for the Thunderbird Hotel in Las Vegas in 1973. She worked her way up through the ranks in the business, eventually achieving the status of chief executive officer at the Aladdin.

After working more than 30 years in gaming, Ronnie decided to make a dramatic change in her career. Her desire to "give back and make a difference" led her to join the board of directors for the Blind Center of Nevada, a non-profit organization "dedicated to assisting blind and visually impaired persons of all ages in reaching their highest physical, social, intellectual, and economic potential."



She now serves as president and chief executive officer for the center, in addition to serving on the Boyd Gaming board of directors.

"I enjoy being on Boyd Gaming's board, because it gives me a chance to stay connected to gaming," she said.

Ronnie is a Las Vegas native who likes to spend time with her large family. The youngest of six siblings, she and her entire family still all live in Las Vegas. Ronnie and her husband of 34 years have a daughter, who graduated from Loyola Marymount and is currently attending University of California-Los Angeles.

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 .

2008 Scholarship Recipients Named

Four Boyd Gaming Scholarship recipients were recently named for 2008. They include Jeremy Braga, Denira Freeman and Ali Pettway, all juniors at University of Nevada Las Vegas (UNLV). The fourth recipient, Cristian Curiel, is a graduating senior from UNLV and also was awarded a Boyd Gaming Scholarship last year.

“...established...to provide financial support for minority students seeking a degree...”

A few members of corporate Human Resources took each of the 2008 recipients out to lunch to learn more about them and their educational and career goals. Cristian is currently working at Mandalay Bay in the hotel department and would like to eventually go into the Human Resources field.

The Boyd Scholarship was established in 2002 to provide financial support for minority students seeking a degree in the field of hospitality. Recipients are selected from a pool of candidates, after submitting an application through the Office of Student Financial Services at UNLV. Among other criteria, students must be enrolled full time in a degree program of the College of Hotel Administration and maintain a minimum 3.0 grade point average.

Since establishing the program, Boyd Gaming has awarded seven scholarships totaling \$21,000. For 2008, each recipient received \$3,000.



TOP PHOTO: DENIRA FREEMAN (LEFT) AND CRISTIAN CURIEL (RIGHT); BOTTOM PHOTO: JEREMY BRAGA (LEFT) AND ALI PETTWAY (RIGHT).

BOYDGAMING

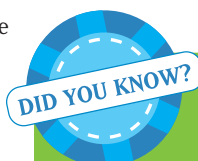
New Brand Look, Same Boyd Style

Boyd Gaming's Midwest and South Region (MSR) is launching a new brand strategy derived from our traditional Boyd Style and what our properties already do best.

The new brand look will help connect the six MSR properties together, while still allowing their individual identities to show through. It will be comprehensively applied – from advertising and billboards to on-property signage, including hotel room key sleeves and "Do not disturb" signs. Another key feature is the new One Card program – **B** CONNECTED – which works in tandem with the Club Coast One Card launched at the Las Vegas properties earlier this year.

"We have already received some wonderful comments from our guests," said Ted Bogich, General Manager at Blue Chip, which was the first MSR property to launch the new brand and One Card program. "More than 700 people attended a special Emerald Tier VIP event we hosted over two days."

To help all MSR team members understand and embrace the new brand, we have created a special book called *Being Boyd* in the Midwest and South Region. It is filled with wonderful sayings, fun-to-read elaborations, and team member photos – all describing how to best act "on brand."



If every American opted not to print ATM bank receipts, we would save more than **2 billion feet of paper** – enough to circle the earth **15 times** – every year.

Source: National Health Magazine



BOYDGAMING

ON A MISSION

If you haven't already noticed, you'll start to see more information regarding safety at your property and Boyd Gaming. All the new items will support the Boyd Gaming Safety Mission and help you learn how to become more pro-active with safety at your property.



SAFETY MISSION STATEMENT

Boyd Gaming Corporation is dedicated to the safety and well-being of our employees and guests at all of our properties. We will strive to...

- ✔ Create a culture in which the safety of our employees and guests is one of our highest priorities, and where employees and management work together to take responsibility for creating a safe environment.
- ✔ Encourage active employee participation in identifying ways to improve the safety of our facilities, including the establishment and promotion of an employee safety hotline.
- ✔ Tap internal, external, private and public resources for ideas or processes that will enhance the safety of our facilities, help eliminate hazards, and improve the overall safety of our employees and guests.
- ✔ Comply with all safety laws and regulations and regularly audit our compliance.
- ✔ Act honestly and with integrity in the pursuit of our mission.

BOYDGAMING

OPPORTUNITY IS KNOCKING

Interested in a job at Echelon?

Positions are now being posted at all Boyd properties!

Please check your property's job board to see the positions that are currently available. Positions are constantly being updated, so check back frequently. If you are interested in applying, please fill out a request for transfer form and submit it to your property HR department.

If you have any questions please email echelontalent@echelonresorts.com, or talk with the HR director at your property.

ECHELON
L A S V E G A S

DID YOU KNOW?

Sam's Town Las Vegas won the prestigious **2008 Good Sam Welcome Mat Award** for "Most RV-Friendly Casino." **Way to go!**

SAM'S TOWN
HOTEL, GAMBLING HALL & BOWLING CENTER

Moving Up



Jackie Ferrando
Manager – Corporate Marketing



Moving Up: Human Resources Staff Assistant, Eldorado (1999); Marketing Clerk, Eldorado (2000); Marketing Assistant, Eldorado/Jokers Wild (2001); Executive Secretary, Corporate Development (2005); Marketing Coordinator, Corporate Marketing (2005); Manager, Corporate Marketing (2008)

Thought for the day: A strong work ethic and a creative knack have helped Jackie move up at the Company to jobs of increasing responsibilities and opportunities. "I have worked very hard to get where I am and I'm proud of that," she said after her most recent promotion. Jackie and her team recently won an award for "Best New Idea" at the CalFest Convention for a show they created and produced to generate business at Gold Coast during the Wrangler National Finals Rodeo.

After Hours: A native of southern Nevada, Jackie loves to go on road trips in an RV with her family, seeking out sand dunes for riding their ATVs and sand rail. She and her husband have two daughters, ages 13 and 18.

Sona Holley
Corporate Reservations Manager



Moving Up: Reservation Clerk, Coast Casinos (1996); Room Reservations Supervisor (2000); Room Reservations Assistant Manager (2003); Corporate Reservations Manager (2006)

Thought for the day: Sona's office is located at The Orleans, although her team makes reservations for The Orleans, Gold Coast, Suncoast and Sam's Town. Her responsibilities include scheduling, budgeting, coaching, training and working to meet the multiple properties' needs. She takes the most pride in her team. "We care about our co-workers, and want to see them reach their potential," she said. "And the team we have in place does just that. Together we are a true reflection of Boyd Style."

After Hours: Sona currently attends nursing school, where she enrolled before she was promoted to assistant manager in 2003. "Although I have no intention of leaving this company after I get my nursing degree," she said, "it is something that I started, and I made a commitment to finish it." Sona and her husband have a son who is 22 and three daughters ages 5, 9 and 11.

Terry Webber
Table Games Manager



Moving Up: Floor Supervisor, Barbary Coast (1976); Pit Manager, Barbary (1983); Assistant Shift Manager, Barbary (1985); Casino Shift Manager, Orleans (1996); Casino Shift Manager, Suncoast (2000); Casino Shift Manager, Gold Coast (2007); Table Games Manager, Gold Coast (2008)

Thought for the day: Between scheduling, meetings and spending as much time on the floor with his staff as possible, Terry's days at Gold Coast are quite full. "I have a strong team of shift managers that do a great job," he said. "It is our goal to have every customer enjoy their experience at the Gold Coast. We never want anyone to leave unhappy."

After Hours: A self-described "golf nut," Terry first moved to Las Vegas because of a golf scholarship to UNLV. He fell in love with the city and never left. Terry enjoys vacationing in Hawaii and has made the trip about 20 times. In his free time, Terry likes to spoil his German Sheppard-mix, Amber.

Property News

News You Can Use

Fremont and Sam's Town Las Vegas both celebrated the grand opening of Dunkin' Donuts shops at their properties in April.

PICTURED: (TOP RIGHT PHOTO) DUNKIN' DONUTS EXECUTIVES, MAYOR OSCAR GOODMAN AND BOYD GAMING EXECUTIVES PERFORM THE RIBBON CUTTING AT FREMONT. (BOTTOM RIGHT PHOTO) AT THE STLY OPENING WERE ASSISTANT GENERAL MANAGER ANDRE FILOSI, PRESIDENT AND CEO KEITH SMITH, CHIEF OPERATING OFFICER PAUL CHAKMAK AND GENERAL MANGER MIKE GARMIS.



Pat Ward, Employee Development Specialist at **Par-A-Dice**, was inducted into the African American Museum Hall of Fame in Peoria, Illinois for her contributions in the areas of arts and humanities. Nationally recognized as a contemporary gospel singer, Pat performed twice at the Wayne Newton Theatre at the Stardust and often performs at local events, such as the East Peoria Mayor's Prayer Breakfast. Congratulations!

Two **Boyd Gaming** employees were recently honored by the William F. Harrah College of Hotel Administration at UNLV. Each year, the Harrah Hotel College selects executives to receive awards for their outstanding contributions to the hospitality industry and hospitality education. Paula Eylar, Vice President Technology and Systems for **Boyd Gaming** and Gus Tejada, Vice President Sales at **Echelon** were honored this year. The master of ceremonies at the award dinner was Don Snyder, retired president of Boyd Gaming.



The West Coast Conference Basketball Championships will be held at the **Orleans Arena** in March 2009. Tickets went on sale May 1.



Representatives of the Broward Sheriff's Office District 2 Community Council and other city officials were on hand at City Hall when **Dania Jai-Alai** front court star Celaya presented a contribution to the council on behalf of Dania.



PICTURED FROM LEFT ARE CHIEF DONN PETERSON, DET. RICHARD TARRANT, TOPY SIMS, MAYOR BOB ANTON, CELAYA, LINDA GRACIA, LT. KEVIN GRANVILLE AND MARIE PALLAVICINI.

WCC Basketball Championships 2008.



Sam's Town Shreveport employees were active in the community this spring, participating in walks to raise funds for Meals on Wheels and the American Cancer Society. They also supported the local United Way "Day of Caring" by volunteering to help with tasks across the city, including repairing playground equipment, reading stories to school children, helping the elderly with yard work and more.



The Orleans hosted the popular Japanese television show "Hana Yori Dango" (Boys Over Flowers) for filming in February. The show, which is akin to the American show "Beverly Hills 90210," brought a large crew and built two sets at the property — one in the pit and one at valet.

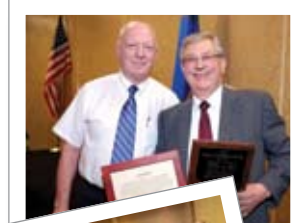


Cerebral Palsy Adult Home (known as Woodhouse) received a charitable contribution from **Dania Jai-Alai** to help replace some of the aging furniture in the venerable facility. Woodhouse was founded by Mrs. Violet Woodhouse 33 years ago.

PICTURED FROM LEFT ARE ASSISTANT GM MARTY FLEISCHMAN, COMMISSIONER ANNE CASTRO, WOODHOUSE EXECUTIVE DIRECTOR GLORIA DIXON, AND DANIA JAI-ALAI PLAYER, CELAYA.



In May, the **Sam's Town Shreveport** team celebrated in true Cajun style at the annual Employee Crawfish Boil. Jambalaya, chicken and crawfish were on the menu for this special outdoor event. Karaoke, limbo and other contests had employees dancing and cheering!



Bill Boyd, Executive Chairman of **Boyd Gaming**, received the 2007 Free Enterprise Award during a luncheon in February. The award recognizes Bill's contributions to the growth and progress of Southern Nevada. It is presented jointly by the Nevada Taxpayers Association, Employers Association of Southern Nevada, and the Las Vegas Chamber of Commerce. Congratulations!



In October, **Treasure Chest** hosted a Louisiana first — a slot tournament in which guests and employees played together. The tournament paired a member of management with a team of guests. The event was so popular, the property hosted another one in January. More than 90 guests and 30 directors, managers and supervisors participated in the most recent tournament, which awarded a total of \$35,000 in slot dollars.



The Green Corner

To conserve energy, the Eldorado and Jokers Wild casinos have been replacing incandescent bulbs with compact fluorescent (CFL) ones.

“...changes helped earn a hefty rebate from Nevada Power.”



All ceiling flood lights, which used to sport traditional 75-watt bulbs, now feature more efficient 16-watt CFL bulbs with the same light output and longer life. At Jokers, all raceway outside 25-watt incandescent bulbs were replaced with a 3-watt cold cathode (making Jokers the first Boyd property to go completely with this type of lighting) and the marquee was updated with more efficient LED lighting. Both changes helped earn a hefty rebate from Nevada Power.

Installation of computer-controlled HVAC and Central Plant systems and monitoring has also helped reduce energy costs at both facilities.



Stork Makes Visit to Delta Downs

Spring brought the clip-clop of tiny hooved feet to Delta Downs with the birth of a thoroughbred baby. The filly was the only thoroughbred baby born at Delta this year; however, several others have been bred and raised there, and two have raced.



Sam He Be and Dooney Loves Doodle were Delta's first two thoroughbreds to make it to the racetrack. It often takes a few races to find the right distance for a horse, as well as the right class. After several workouts, it was decided that Dooney Loves Doodle was not fast enough for the racing program, and she was sold to a loving home. Sam He Be showed early potential, winning his first race at the Fairgrounds in February. He finished 4th and won \$25,000 on March 20. He was later claimed by another trainer.



Deltalicious turned 1 year old in April. She was bred in Kentucky and foaled in Louisiana (she will be a Louisiana Bred), so the staff is watching her closely and with high hopes. The property's 2-year-old filly, Delta's Winning Spirit, went to be broke this spring and, if training goes well, the staff intends to race her in the fall.



BABY FILLY (TOP PHOTO), SAM HE BE (MIDDLE PHOTO) AND DELTALICIOUS (BOTTOM PHOTO).

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.

Congratulations to Dave Chandler, Director of Surveillance, Central and Mid-South Region, for spotting his number in the March/April issue! Dave received a "Prize Pack" from the Boyd Gaming marketing team consisting of a cooler, windbreaker, t-shirt, hat, sports bottle, key chain, bottle opener, signed Richard Petty photo, pen, mini-race car and paper pad.

