

BOYD BUZZ

November '10

Interview with Main Street's Brewmaster

Matt Marino spent nearly five years nurturing his passion for beer as a home brewer. He even taught a friend to make home brews. His student learned well and subsequently landed a full-time job at a microbrewery. It was a bit of an "ah ha" moment for Matt.

"Why didn't I think of that?" he laughs at himself now. Matt has worked as a brewmaster at **Main Street Station's** Triple 7 since 2002.

His routine begins at 5:30 a.m. (while it's quiet) with tasks like ordering, writing recipes, and using spreadsheets to calculate brewing formulas. When Triple 7 closes each day from 7 a.m. to 11 a.m., Matt puts on his sanitation and maintenance hat to clean equipment, flush tubing, make repairs and prepare the giant copper tanks for the next brew.

With a nod to tradition, Matt carefully brews a handful of house beers that have made Triple 7 a favorite among guests since it first opened its doors. While the recipes have been fine-tuned over the years, the styles and names have remained the same. *High Roller Gold* is a best-seller, a refreshing cream ale perfect for the Las Vegas climate. *Royal Red Lager* (which won a bronze medal in the World Beer Cup), *Marker Pale Ale* and *Black Chip Porter* round out the house menu.



A Tradition of Giving Back

The Orleans was the site of the Las Vegas broadcast of the annual Jerry Lewis Muscular Dystrophy Association (MDA) Telethon Labor Day weekend. Boyd Gaming has a tradition of giving back to our communities, and when the MDA approached us about potentially hosting this year's telecast, it was a natural fit.

"We were thrilled to have the chance to support such a worthwhile cause and to be a part of this Labor Day tradition," said Tony Taeubel, Vice President and General Manager of The Orleans. Boyd Gaming team members who were on-air guests included Andre Filosi, Assistant General Manager of the Orleans; Rob Meyne, Vice President Corporate Communications; and Taeubel.

Boyd Gaming employees volunteered their time, and The Orleans matched pledges that came in during one segment, contributing more than \$2,000 in matching in-kind contributions. **Nearly a million dollars was raised locally by the telethon!**

The ORLEANS

MDA
Helping Jerry's Kids

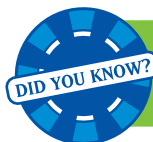


Matt also offers up a selection of specialty brews throughout the year, like *Irish Stout* around St. Patrick's Day and *Pumpkin Spice* around Halloween and Thanksgiving. *Black Cherry Stout* is Triple 7's most famous specialty beer, having won a silver and two bronze medals in the fruit beer category at the annual Great American Beer Festival in Denver. The secret, Matt explained, is the addition of dark sweet cherry juice to the fermentation and then again after filtration to create a unique experience.

"It's like chocolate-covered cherries in a glass," he said.

The brewmaster also adds a few creations of his own to the menu, not for mass appeal but for more adventurous guests. His favorite, the *Belgian IPA*, is a unique blend of three Belgian yeasts and heavy hops for a strong, full-bodied brew.

"It's for the beer geek crowd," Matt said with a chuckle, proudly counting himself among them.



Main Street Station's Triple 7 produces about 30,000 gallons of beer annually. Employees can buy discount kegs.

EMPLOYEE NEWS

Page 2



Page 2



Page 3



Page 4



COMPANY NEWS

Page 2



Page 3



Page 4



Page 4



Sweet!

Sam's Town Shreveport Executive Pastry Chef, Cliff Butler, made his television debut on Food Network's "Sugar Impossible" in April. The show's challenge: to construct a 4-foot-tall science fiction scene made of pure sugar... with moving parts... in eight hours.

Cliff was invited to team up for the challenge by former Sam's Town Shreveport Chef, Steve Weiss, who also had been Cliff's mentor during their Atlantic City days long ago. They were one of four teams competing for \$10,000.

Though they did not win the top prize, Cliff said he enjoyed the experience and the chance to work again with his former mentor.



q&a with Bill Boyd

q
a

How did we do in this year's United Way campaign?

So far, Boyd Gaming employees have pledged more than \$680,000 to United Way during our 2010-11 fundraising campaign. Since 2000, we've raised nearly \$8 million in total, making us one of United Way's leading workplace campaigns.

The largest contributors during this year's campaign were **Corporate** at \$112,000, and **Delta Downs** at \$81,000. I'd also like to recognize **Boyd Linen and Uniform Services**, which had a company-leading 70% participation rate. (See below for more information on participation and contribution rates throughout the Company).

q
a

Why do we have such a close relationship with United Way?

Our relationship goes back to 1957, when my father, Sam Boyd, helped introduce United Way to Southern Nevada. He felt it was important to find ways to give back to the community, and United Way offered an ideal method for channeling much-needed funds to a wide range of worthwhile organizations. As our Company expanded into new markets, so did our association with the United Way, and we played a leading role in helping the organization grow and expand in communities across the nation.

We work with United Way for the same reasons my father did more than 50 years ago – it's a great organization that supports a variety of important causes, including education, health care and self-sufficiency. I know my father would be proud that all of us, including my wife, Judy, and me, are carrying on his commitment to United Way, and I'm deeply grateful to everyone for their contributions.



How Did We Do In This Year's United Way Campaign?

Leading Dollar Contributors

Corporate Blue Chip
The Orleans California
Delta Downs

Top Property Participation Rates

Boyd Linen and Uniform Services - 70%
California - 61% Corporate - 61%
Eldorado - 60% Treasure Chest - 58%
Fremont - 56%

Shining Stars

The Orleans increased their total pledge amount by 56% from last year.
Par-A-Dice increased their total pledge amount by 37% from last year.
Gold Coast increased their total pledge amount by 36% from last year.

BOYDGAMING
Linen and Uniform Service

GOLD COAST

The ORLEANS

BOYDGAMING

Blue Chip

FREMONT
HOTEL & CASINO

DELTA
DOWNS
RACETRACK • CASINO • HOTEL

TREASURE CHEST
CASINO

PARA-DICE
HOTEL • CASINO

CALIFORNIA
HOTEL • CASINO • LAS VEGAS

Eldorado
CASINO

BENEFITS BUZZ

Health Benefits Open Enrollment Starts October 23

Open Enrollment for 2011 is here. Starting October 23 and continuing through November 21, all eligible employees can enroll for health benefits or change their health plan selections for 2011. You may also add or drop eligible dependents for next year.

What's changing for 2011? Here are a few highlights:

- Two health plans will be offered in 2011—the Choice Plan and the Advantage Plan
- NEW—Vision Plan provided through VSP
- NEW—Enhanced "Healthy Babies" prenatal program

For all the details, please refer to the information in your October 2010 Benefits Update packet sent to you recently, including changes due to health care reform legislation.

You may enroll in one of three ways:

- Go online: boydgaming.benefitsnow.com
- Call the Boyd Benefits Service Call Center: 888.242.7973 (M–F, 8AM–6PM)
- Visit an enrollment counselor at your property (watch for schedules)

If you have any questions about the information before you enroll, you may call the Boyd Benefits Service Call Center at 888.242.7973 or Boyd Benefits at 702.792.7373 (or 800.556.0711 for outside the Las Vegas area).

Education Matters

Par-A-Dice presented \$25,000 in donations to The Peoria Charter School Initiative, as well as Peoria Promise organizations, which support diversity and educational initiatives in the community.



PARA-DICE
HOTEL • CASINO



3 Easy Ways to Boost Your Nutritional Fitness



- 1 Try one new food from the vegetable group today. Opt for something bright in color (green, orange or yellow); the bright color indicates higher vitamin value.
- 2 Go meatless one day a week. Enjoy other protein-rich foods like beans, soy beans or tofu, low-fat dairy foods, and whole grains.
- 3 Think about what you should eat more of, instead of what you "shouldn't" eat.

Way to Go!

The Orleans was recognized as the highest scorer in customer satisfaction for Las Vegas casinos, according to a recent Market Metrix survey. Market Metrix is a national research firm that measures customer satisfaction in the hospitality industry. **Borgata** also showed a large increase in customer satisfaction in the first quarter 2010 survey results. **Way to go!**



Marketing Teams Share Ideas

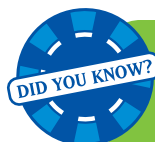
Marketing folks sometimes get fixated on trying to come up with the latest, greatest idea or promotion. Yet, there's no need to reinvent the wheel when you can simply improve on a good thing. Look around the Company and you'll see there are plenty of great promotions happening at Boyd Gaming properties.

A good example of this is the "Get your Rib On!" buffet special that **Blue Chip** created. The marketing team at **Delta Downs** liked it so much they decided to offer their own version every Friday in August. Four kinds of ribs were featured, complete with accompanying sauces, themed employee t-shirts, bibs and even a custom radio spot to plug the dinner special each week. The fact that Blue Chip had already worked out the details helped make the event relatively simple to implement for the Delta Downs team.

The moral of the story is look around, and if you see something you like, it is okay to steal it. The idea, that is!



THE DELTA DOWNS BUFFET STAFF (FROM LEFT): SHIRLEY TRAHAN, JANICE NELSON, PHILIP SYKES, MONIQUE MITCHEL AND RYAN DAIGLE.



There are nearly 833,000 electronic gaming machines in 38 states, and they are consistently the most popular casino game among players, according to the American Gaming Association's yearly public opinion survey.

SAFETY BUZZ

Take Ladder Safety to New Heights

- Use the right height ladder for the job.
- Cordon off the entire work area for the safety of guests and employees.
- Look overhead before placing a ladder, with special attention to workplace hazards.
- Use ladders made of non-conductive material when working around electrical hazards.
- Set up the ladder on a level and stable surface.
- Use ladders in a fully-open position. Lock the side braces and cross braces before climbing.
- Use a bucket or other means to lift objects to the work area.
- Keep both feet on the ladder at all times and always face the rungs.
- Take your time and climb one rung at a time while using the "3 Point Contact" rule - one hand and two feet.
- Climb down and move the ladder to get proper access to the work area.



Source: American Road & Transportation Builders Association/
Texas Transportation Institute

Moving Up

Alex Davies

Media Buyer/Planner



PAR-A-DICE
HOTEL-CASINO

Moving Up: Promotions Assistant (2008); Media Buyer/Planner (2010)

Thought for the Day: Alex joined Par-A-Dice after graduating from Illinois State University with a bachelor's degree in mass communications/broadcast journalism and minors in public relations and sociology. She quickly put her education to good use. She has proven to be a team player in assisting the Player Development department, as well as the promotions team. Alex is excited to take her experience to the next level in her new position.

After Hours: When she's not working, Alex enjoys spending time with her Chihuahua, Bonnie, going to the movies, and hanging out with her family. She is also an avid tennis fan, who enjoys both playing and watching the sport.

Terri O'Hara

Purchasing Manager



DELTA DOWNS
RACETRACK ♦ CASINO ♦ HOTEL

Moving Up: Temporary Worker (2009); Junior Buyer (2009); Purchasing Manager (2010)

Thought for the Day: A typical day for Terri starts off with lots of "hellos" and "good mornings" as she walks by the crews in the parking lot and hallways. "They make it a joy to walk in the door each and every day," she said. "It is such a pleasure to work in a business that seems to hire genuinely friendly people." She also enjoys the variety and complexity of the different purchasing projects she completes with her team. During her time at Delta Downs, Terri has received several Certificates of Appreciation for her work, including her work on the annual United Way campaign.

After Hours: To regenerate her spirit, Terri enjoys kayaking. Her club "puts in" at Lake Charles every Wednesday evening and takes a road trip every Saturday. Terri is a proud parent to two college-age children.

Larry Steele

Slot Director



FREMONT
HOTEL & CASINO

Moving Up: Slot Floorperson—Sam's Town Las Vegas (1994); Asst. Slot Shift Manager—STLV (1995); Slot Shift Manager—Main Street Station (1996), Asst. Slot Manager—MSS (1999); Slot Manager—Eldorado/Jokers Wild (2003); Slot Manager—Suncoast (2010); Slot Director—Fremont (2010)

Thought for the Day: After more than 15 years with Boyd Gaming, Larry loves the fact that he still enjoys what he is doing. He appreciates the people and values that the Company upholds, and he continues to learn something new every day. For Boyd Gaming's newest employees, Larry encourages them to stick to their goals and take advantage of any opportunities that come their way within the Company.

After Hours: Larry and his wife, Cathy, have been married more than 20 years. They have two daughters and five little dogs. Larry is a sports fan who loves to play golf and basketball and watch football.

Property News

News You Can Use

Gina Polovina, Vice President of Government and Community Affairs at **Boyd Gaming**, received the United Way's "Volunteer of the Year" award. She serves on United Way of Southern Nevada's board of directors, has led the Success By 6 Council for 10 years, and currently chairs the Commitment to Education Council. **Congratulations, Gina!**

BOYD GAMING



Par-a-Dice was the title sponsor of the 22nd Annual Duck Race for the Center for Prevention of Abuse, which provides support and counseling to victims of abuse in the Peoria area.

Sam's Town Shreveport was chosen to be an Expedia Insiders' Select hotel, an elite honor recognizing the world's best hotels based on reviews submitted by Expedia's customers. Sam's Town was identified as consistently delivering superior services, an exceptional guest experience and notable value. **Well done!**



In July, **Delta Downs** employees came together to ensure another successful United Way Campaign. Nearly \$81,000 was donated. Employees also participated in a United Way kick-off video which was shot partially on property.

SPECIAL THANKS TO TERRI O'HARA, TAMMY ABRAHAM AND EMILY STEWART (PICTURED LEFT TO RIGHT) FOR PUTTING TOGETHER THIS YEAR'S CAMPAIGN.

Boyd Gaming, with help from **Eldorado** and **Jokers Wild** employees, supported the local arts through the Henderson Artfest in May. This annual event attracts people from all over the Southwest and showcases a large number of diverse artistic abilities. The Eldorado was honored in the chalk drawings by students from Basic High School through a representation of the Beatles "Revolution." Thanks to Tammi Montoya, Chef Ricky Burse, Chef George Fielder and the Food & Beverage teams at both properties for running the booth.



Dania Jai-Alai will have a prominent scene in an upcoming movie featuring comedian Jackie Mason, which was shot in South Florida.

Susan Grossman (keno) and Guillermo Vega (table games) recently celebrated 25 years of employment at **Gold Coast**. Ilona Villamil (table games) celebrated 30 years.

Congratulations and thank you all for your loyalty!

GOLD COAST

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



Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fiber
Cert no. XXX-XXX-000
www.fsc.org
© 1996 Forest Stewardship Council

PROPERTY NEWS, CONT.



Treasure Chest collected several large boxes of supplies for relief workers tackling the Gulf oil spill clean-up. Thanks to everyone who contributed to the Save Our Coast - Oil Spill Call to Action Drive. That includes the **Sam's Town Las Vegas** **Connected Club**, which sent a box full of supplies.

ERIN MCCARTHY, TREASURE CHEST EMPLOYEE SERVICES COORDINATOR (LEFT) AND SELVA RIEMANN, PROGRAM COORDINATOR FOR JEFFERSON CHAMBER OF COMMERCE, GET READY TO DELIVER DONATIONS.



Healthy Appreciation

The Orleans recently hosted an employee appreciation day with a unique theme, "Wii Appreciate You." The fun-filled event highlighted fitness, health and wellness, while expressing appreciation to a committed workforce.

Employees came to the Employee Dining Room (EDR) ready for fun and competition. Bowling, tennis, golf and boxing games on a Wii Sports station enabled them to show off their moves and get their hearts pumping. Staff from 24 Hour Fitness attended the event to inform employees about their gym membership benefits being enhanced by Boyd Gaming. Flyers and handouts about the Health Awareness Challenge were provided by the Boyd Benefits team. Several department managers took turns handing out these important materials to employees, and Sheela Kunishige of Boyd Benefits was on hand to answer questions.

To complement the sporty activities, the employee event featured healthy foods. The favorite seemed to be the fruit smoothies, which were made by the EDR staff from blueberries, bananas, melons, strawberries and other fresh ingredients. A large "sushi boat" included a variety of sushi rolls and bowls of shrimp cocktail.



VIRGILIO GONZALES - MAIN KITCHEN



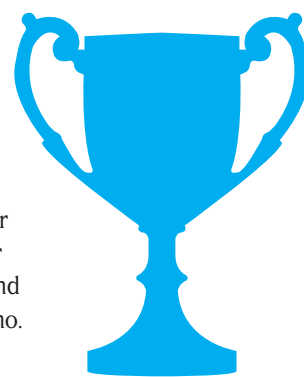
CATHY TULLY - RESTAURANT MANAGER &
ANDRE FILOSI - ASSISTANT GENERAL MANAGER

Southern Belle

Sam's Town Tunica made a strong showing in the Southern Gaming & Destinations Magazine annual "best of" issue.

The property received **seven first-place** nods for best buffet, poker room, entertainment venue, entertainment, employees, casino floor and advertising. Sam's Town also received second place, third place and honorable mentions in **11 more categories**, including Best Overall Casino.

Congratulations to the entire Sam's Town Tunica team!



BOYD BUZZ TEAM EDITOR: KRISTY ALWARD, BOYD GAMING. **BOYD GAMING PROPERTY CONTRIBUTORS:** "D" ALEXANDER SCOTT, BLUE CHIP / KATHY MICK, BORGATA / KATHY SPECK, CALIFORNIA/FREMONT/MAIN STREET STATION / MARTY FLEISCHMAN, DANIA JAI-ALAI / WENDY CHAUMONT, DELTA DOWNS / SANDI RICHARDSON, ELDORADO/JOKERS WILD / LYNNE RAVENSCHRAFT, GOLD COAST / LANI DEJESUS, JIM SEAGRAVE, THE ORLEANS / HOLLY PFLEDERER, JENNIFER SHARP, PAR-A-DICE / LINDA YARD, SAM'S TOWN LAS VEGAS / NICOLE WHITTINGTON-SHANNON, DEMETRIC JOHNSON, NOTA ROWE SAM'S TOWN TUNICA / RICHARD LOGGINS JR, SAM'S TOWN SHREVEPORT / GLENDA ZUHSE, JESUS MEDINA, SUNCOAST / MATTHEW TUSCH, ROBERT FULLER TREASURE CHEST / BILL SMITH, RUSSELL GOUVEIA, VACATIONS HAWAII. **BOYD GAMING CONTRIBUTORS:** ROB MEYNE, LYNN JAX, DAVID STROW.