

BOYD BUZZ

October '09

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**HAPPY
ANNIVERSARY**
THANK YOU
CASINO
15 YEARS

Employees Showcase Talent Company-wide



CALIFORNIA



SAM'S TOWN LAS VEGAS

So you think you can – dance? How about sing, play guitar, or perform magic? Boyd Gaming employees far and wide have been showing off their many talents over the past several months, trying for a chance to perform at the Boyd Gaming Talent Show Finals at The Orleans Showroom in Las Vegas on November 11, where the "Entertainer of the Year" will be crowned.

Boyd Gaming's employee talent show was launched in 1977 by Sam and Bill Boyd at The California Hotel and Casino with just five contestants and a grand prize of \$50! Prominent community and industry leaders were courted to judge the showcased talent and determine each year's winner. The event was held annually, and as the Boyd Gaming family grew, new properties joined in the fun.

The company-wide competition is now in its 31st year, and due to the overwhelming enthusiasm and number of contestants, has been held every two years since the year 2000. The tradition is an important part of the culture at Boyd Gaming and is a way to celebrate the many talented employees across the country.

The theme of this year's show, "Boyd Classic Movies" will be highlighted by an opening act revolving around some of the greatest classic movies of all time. This year's "Entertainer of the Year" will receive a trip for two to Hawaii including airfare, hotel and ground transfer – as well as \$1000 cash and an extra week of Paid Time Off for the excursion! The other top talent won't miss out – 2nd through 5th place also receive cash prizes ranging from \$150 to \$700. And, all

of our non-placing finalists receive dinner for two at a Boyd Gaming restaurant.

As of press time, 15 of Boyd Gaming's properties have completed their individual property competitions and winners have been named. At Suncoast, contestants included singers, dancers, a guitar player and a pianist. Vacations Hawaii employees entertained with acts of magic, singing and hula. The Treasure Chest executive team performed a synced opening number to a medley of music which began with the theme song to *I Dream of Jeannie*, moved to "YMCA," and Black Eyed Peas' "Boom Boom Pow."

In a talent extravaganza, employees from Sam's Town Las Vegas, Jokers Wild, Eldorado, Boyd Linen and Uniform Service, and Corporate joined together to perform at Sam's Town Live! The evening began with a collaborative management team opening number – The Ed Sullivan Show, hosted by Jokers Wild Casino Supervisor Tom Christensen as Ed Sullivan. With a cast of 86, the opening number was filled with song and dance from the hits of the '60s. Then, 17 contestants took to the stage to compete for the coveted first place.

Don't miss out on the action – get your ticket to the Finals today. Raffles for fabulous prizes will be held throughout the show. Special thanks to performers and show organizers at every one of our properties, and the best of luck to those competing at the Finals in November!



THE ORLEANS



VACATIONS HAWAII



SUNCOAST



TREASURE CHEST



SAM'S TOWN LAS VEGAS

Boyd Benefits Goes to Washington D.C.

As Washington continues to debate health care reform, lawmakers are looking around the country for examples of health care programs that work. Asked to provide insight on the benefits of preventive care programs, Bob Berglund, Vice President of Employee Benefits and Insurance, accepted an invitation to speak in July with members of the U.S. Senate.



**BOYDGAMING
BENEFITS**
YOUR LIFE • OUR COMMITMENT

"While health care reform issues are complicated and far reaching, it was clear that preventive care programs enjoy strong bipartisan support," Bob noted after two days of meetings in Washington. While there, Bob met with Senate representatives, Congressmen and Congresswomen from Nevada, Pennsylvania, Washington, Louisiana, Florida and Illinois.

Senators working on reform bills were particularly interested in hearing from companies that have a successful track record of implementing preventive Health Awareness programs that save lives and money through early detection of such conditions as high blood pressure, elevated cholesterol and diabetes.

"I felt a great sense of pride in the benefit package we provide through Boyd Benefits," Bob said. "We have a comprehensive package with a relatively low cost to our employees – many, many Americans do not have access to a plan like ours."

GOT GAME? WE DO!

The Orleans Arena recently signed two significant basketball contracts. It will host the Western Athletic Conference (WAC) Men's and Women's Basketball Championships in 2011 and 2012. The arena also secured a three-year contract extension with the West Coast Conference that will keep the WCC Men's and Women's Basketball Championships in Las Vegas through 2012.

The 8,500-seat arena has become a leading college basketball venue over the last several years, starting with the first Las Vegas Classic in 2006. The West Coast Championships helped solidify this reputation, as the tournament sold out earlier this year, its first in the Arena.



Fans, players and coaches around the conference spoke highly about Orleans Arena after the event, leading to our three-year renewal with the WCC – and our new contract with the WAC.

q&a with Keith Smith

q What makes Responsible Gaming Education Week (RGEW) important?

a Responsible gaming is something we, as a Company, think about every single day. But having one week specifically set aside each year when we can join together with the entire industry is great. It's an opportunity for employees to refresh their knowledge on specific responsible gaming programs at their properties. It also gives each of us a specific occasion to share our thoughts on the issue with our community and to show them we are dedicated to it.

q What should we take away from this year's RGEW?

a RGEW is a great reminder for employees, customers and the community of the importance of responsible gaming, and of specific ways we can promote it. As you may remember, this year we focused on learning about the "Code of Conduct," an industrywide set of standards we live by in promoting responsible gaming. This Code governs many of the things we do as a business, including how we interact with employees, how we market and advertise our Company, what kinds of resources we provide to people who need help, and what we do to prevent minors from gambling. If you haven't done so already, I encourage you to read the Code yourself, at americangaming.org.



BOYD GAMING PROPERTIES NAMED "BEST OF" ... OVER 150 TIMES!

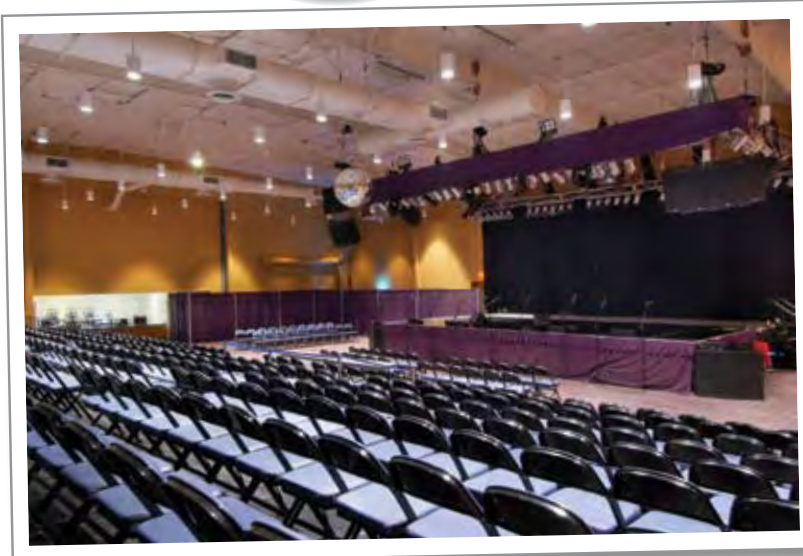
The Boyd Gaming family turned in a dominating performance in the 14th annual "Best of Gaming" awards, selected each year by *Casino Player* readers across the nation. This year, we racked up a total of 151 awards, including 57 first-place finishes.

Borgata led the way, capturing 22 first-place honors and 39 total awards. Sam's Town Las Vegas wasn't far behind, with 18 first-place finishes out of 25 total awards. Both properties also received the coveted "Best Overall Hotel Casino" award in the Atlantic City and Las Vegas Locals markets, respectively.

Our Coast Casinos properties dominated the Las Vegas Locals contest, sweeping five categories – including "Best Hometown Casino." Other Boyd Gaming properties turning in strong performances included Main Street Station (23 awards), Orleans (22), the California (13) and Sam's Town Tunica (12).

These awards are selected directly by the votes of casino players across the nation, so this strong performance is a reflection of a job well done by Boyd Gaming team members from coast-to-coast.

Congratulations to everyone for another banner year in this prestigious "Best of" contest!



Delta Center Sets the Stage for Sellouts

At Delta Downs, the Delta Event Center was reconfigured last spring to provide a more intimate setting and a better vantage point from any seat in the house. The change has helped boost ticket sales, as every event following the reconfiguration has quickly sold out.

Savvy online marketing has also helped – special Internet presales are offered for each event, open only to B Connected members.

"Another significant reason for the sellouts is the outstanding job that Nora Popillion, Promotions Manager, and his staff have done in turning every event into a party and a very special experience for our guests," said Adrian King, Delta Downs' Director of Marketing. "It is this kind of effort from our employees that will allow Delta Downs continued success."



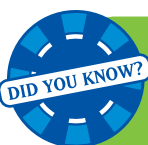
OPEN ENROLLMENT COMING SOON NOVEMBER 1 - 21, 2009

Annual Open Enrollment for all CIGNA health plans will take place this fall for 2010 health benefits (medical, dental, vision and pharmacy benefits are all included in the CIGNA health plans).

If you want to (1) stay enrolled in your current health plan; (2) change health plans; (3) participate in the Healthcare or Dependent Care Flexible Spending Account (FSA) for 2010; or (4) add or drop qualified dependents for 2010, you will have two ways to do this beginning November 1st:

- Go online to the Boyd Benefits website – boydgaming.benefitsnow.com
- Call the Boyd Benefits Service Call Center, Monday – Friday, 8 a.m. – 6 p.m. at 888.242.7973

The new 2009 Choice Plan has been successfully enjoyed by employees this year. Boyd Benefits is encouraging employees to strongly consider selecting the Choice Plan for 2010 as a way to save money and be more engaged in how their health plan works. Look for plenty of information that will be made available to you during Open Enrollment starting mid-October 2009!



Boyd Gaming's Deltalicious won her second career race and her first stakes win at the Louisiana Cup Juvenile Fillies Race in August.



BOYDGAMING Setting the Charitable Pace

The United Way campaign, Boyd Gaming's biggest and most impactful charitable effort, is well underway for 2010. Though 2009 has been a tough year for the economy, several properties already have surpassed their campaign goals — all made possible through generous employee contributions.

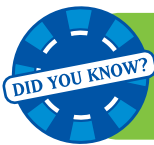
On the campaign pledge form you can choose to designate a portion of your contribution to the Employee Crisis Fund—a fund that helps fellow employees in times of emergency need.

Our commitment to support and enhance our communities began with our founder, Sam Boyd, who was responsible for introducing United Way and what would later be known as the Boys and Girls Clubs to an emerging Las Vegas community.

Since 2000, Boyd Gaming has raised more than \$7 million—ranking as one of United Way's leading workplace campaigns.



\$7,000,000 SINCE 2000



Boyd's Steakhouse at Par-A-Dice received a five-star review from local television anchor's weekly "You Gotta Eat" segment. Way to go!

When Blue Chip Promotions Coordinator Sue Ann Brunty selected seat cushions to be the property's giveaway at the Michigan City In-Water Boat Show last year, there was no way she could have known one of the cushions would become part of a scientific expedition halfway around the world.

Indiana resident James Ascough wrote to say he had attended last year's show, had visited the Blue Chip display tent, and was delighted to receive the cushion. He took the cushion with him to Tanzania, Africa, for an anthropological/archaeological dig in the famed Leakey family camp on the Serengeti Plain.

"I spent many hours sifting dirt for artifacts on my knees," he wrote, and noted that kneeling on his Blue Chip cushion made the job more comfortable. Ascough was pleased to unearth work tools belonging to *Homo habilis*, dating back 1.9 million years.

"So thank you for your contribution to the work," Ascough wrote Blue Chip. "I left the pad with Dr. Masao so that it can be used by others in subsequent digs."



LEFT: JAMES ASCOUGH DISPLAYING HIS SEAT CUSHION IN TANZANIA



RIGHT: THE SITE OF ARCHAEOLOGICAL DIG IN TANZANIA, AFRICA

Moving Up

Mary Fico
Poker Room Manager

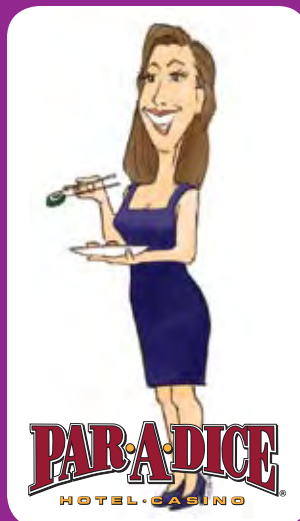


Moving Up: Poker Room Shift Supervisor, Gold Coast (2008) — Poker Room Manager, Gold Coast (2009)

On the Job: Mary's history with the Company dates back to 1982, when she worked at the Barbary Coast, fresh out of dealing school. She also helped open poker rooms at the Gold Coast and The Orleans. She took a job at the MGM in 2005, but returned to Gold Coast three years later. "It might sound corny," she said, "but I missed the interaction you get working with the locals. You get to build relationships with the people you see every day. I love it here."

After Hours: Born and raised in the Bronx, Mary is a big Yankees fan. She and her husband, Ray, enjoy watching baseball with their dogs, Monday and Molly. They also enjoy movies and going to their health club together.

Holly Pflederer
Media Buyer/Planner



Moving Up: Income Audit Clerk (2006) — Promotions Assistant (2006) — Promotions Supervisor (2008) — Media Buyer/Planner (2008)

On the Job: Holly took an entry level position at Par-A-Dice after graduating from college, hoping just to get her foot in the door. Now she's all in, having received three promotions in less than three years. Her current responsibilities include creating newspaper advertising plans, coordinating monthly promotional TV commercials and dealing with sponsorships. "The most rewarding part of my job is getting our property publicity on the good things we are doing in the community and what Par-A-Dice has to offer," she said. Holly also serves on the property's The Good Citizenship charitable committee and the Diversity committee.

After Hours: Holly recently got married and enjoys spending her free time with her husband. She also enjoys time with family and friends, running and shopping. When it's time for a break, Holly loves chocolate and sushi.

MOVING UP ILLUSTRATIONS © CALDER CHISM

BLUE CHIP ON THE SERENGETI PLAIN

Blue Chip
CASINO · HOTEL · SPA

Property News

News You Can Use



The **Sam's Town Shreveport** executive team, led by Kim Etland, cooked and served waffles for all employees on a recent Saturday morning.



Benny Bueno, a former professional player, joined the staff at **Dania Jai-Alai** as Player Development Manager. Benny's focus will be starting youth and amateur Jai-Alai programs to help develop future players and fans of the "World's Fastest Game."



Eldorado and **Jokers Wild** provided hotdogs, soda and chips for 5,000 people during National Night Out, an event hosted by the Henderson Police Department

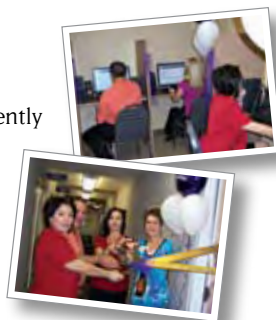
in August. National Night Out is an annual event held across the country involving police departments, civic groups, community organizations, local governments, and others, showing criminals that residents are active in making their neighborhoods safe.



In September, **Eldorado** and **Jokers Wild** co-sponsored the Super Run Car Show held in downtown Henderson. A portion of the properties' beer sales from the weekend event were then donated to the Boys & Girls Club.



A new "Education Station" recently debuted at the **Fremont**. This area enables team members of the Downtown Las Vegas properties to go online and complete training.



A horse named Sam's Town, owned by Flying U Rodeo, tries to throw his rider at last year's Wrangler National Finals Rodeo (WNFR). A big black bull, also named Sam's Town, owned by Frontier Rodeo Company, was bred to do the same. **Boyd Gaming** provides a small sponsorship for each animal in conjunction with its long-time support of the WNFR and the Professional Rodeo Cowboys Association.



Par-A-Dice donated \$10,000 to make dreams a reality for Make-a-Wish children from Central Illinois. The property also showed support to St. Jude Children's Research Hospital and Par-A-Dice team members who were once St. Jude patients. Mary Jo Schettler, Director of Community Services, and Loren Gill, Vice President and General Manager, both volunteered to answer phones during a telethon in August. Par-A-Dice also matched all donations received within a three-minute period.



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.



Delta Downs employees celebrated with a party after meeting customer service goals for the fourth consecutive quarter. They enjoyed pizza and ice cream, as well as games and contests including sumo wrestling, musical chairs, ping pong, air hockey, skee ball, Wii video games and more.



David Nolan was recently promoted to Assistant General Manager at **Suncoast**. He originally joined Suncoast in 2004 as Director of Sales and was later promoted to Director of Hotel Operations and Director of Operations. Congratulations, David!



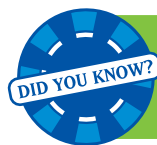
Sam's Town Tunica won the *Tunica Times* People's Choice Award for Best Shows. Way to go!

HAPPY ANNIVERSARY TREASURE CHEST

Treasure Chest celebrated its 15-year anniversary in September. Treasure Chest opened its doors in 1994, and was fully acquired by Boyd Gaming two years later.

As part of the celebration, Treasure Chest recognized its 9,000 charter members – those guests who created a players club account in 1994 and who are still active players today. Special charter member parties were held to show our appreciation for their continued loyalty.

A 15 million point (which equals \$15,000 in fast play) giveaway was also held, as well as various other promotions to celebrate the milestone.



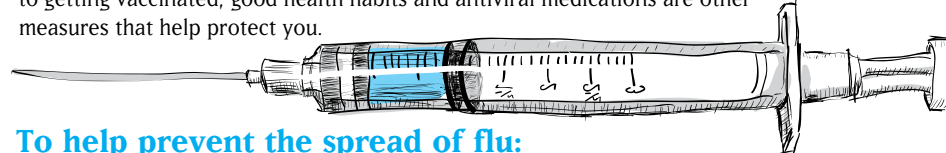
Crystal is the traditional 15th anniversary gift.

Stay Healthy This Flu Season

Each year in the United States, approximately 200,000 people are hospitalized and 36,000 people die from seasonal flu complications, according to the Centers for Disease Control.

Illnesses like the flu (influenza) and colds are caused by contagious viruses that infect the nose, throat and lungs. Seasonal flu and colds usually spread from person to person when an infected person coughs or sneezes.

To help you and your family remain healthy during the upcoming flu season, Boyd Benefits recently sponsored on-site flu shots at every property (September 21 – October 21). In addition to getting vaccinated, good health habits and antiviral medications are other measures that help protect you.



To help prevent the spread of flu:

- Cover your mouth and nose when you sneeze or cough.
- Wash your hands often with soap and water.
- Avoid touching your eyes, nose or mouth.
- Stay home when you are sick and check with a health care provider when needed.
- Practice other good health and personal hygiene habits.
- Maintain clean work surfaces in and around your work area.

It's important to note that this flu vaccine is designed to protect against the seasonal flu, not the H1N1 strain. Once the H1N1 vaccine is released, you will need a separate flu shot to protect you against that strain as well. As of press time, health officials had not yet released information on how or when H1N1 vaccine will be made available to the public.

For more information on how to stay healthy this flu season, visit cdc.gov.