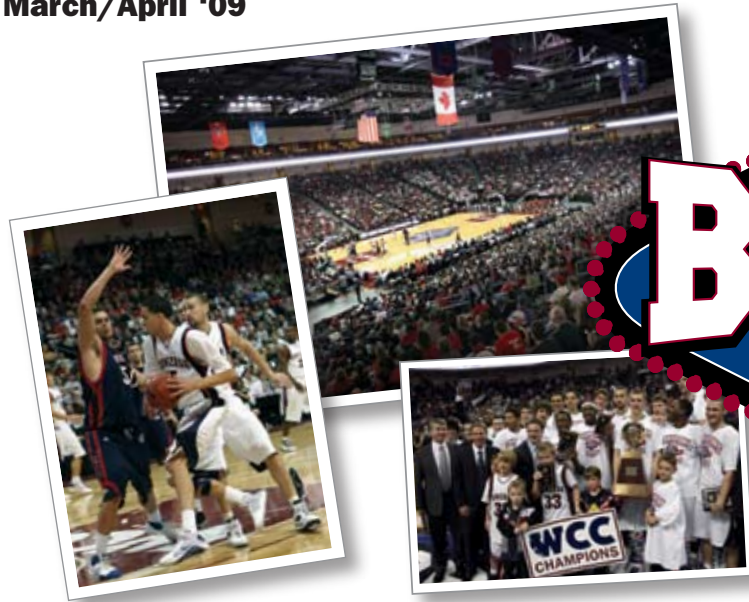


BOYD BUZZ

March/April '09



LAS VEGAS

WCC BASKETBALL CHAMPIONSHIPS

ADVANCE TO THE DANCE

MARCH 2009

Orleans Arena Hosts NCAA Conference Championships



You could say it was a slam dunk. The **Orleans Arena** hosted the 2009 West Coast Conference (WCC) basketball tournament in March, making it the first casino venue to host a college conference basketball championship event. Tickets sold out in advance, making the activities standing-room-only throughout the weekend. The event broke WCC attendance records for single sessions (7,845) and the entire tournament (28,131).

Orleans Arena established its reputation as the premier college basketball destination in Las Vegas when it hosted Florida vs. Kansas in the 2006 Las Vegas Invitational. Since then, Orleans Arena has hosted some of the top college basketball teams from around the country. The WCC event, as an officially sanctioned conference championship, raised the venue's status in the sports world to the next level.

"This was the first time in the history of the WCC that all eight teams competed at a neutral venue site," said Darren Davis, Executive Director of the Orleans Arena.

The WCC tournament was so successful that there is already talk that the Western Athletic Conference (WAC) might bring its tournament back to Las Vegas. The city lost the WAC tournament in 1999 when the University of Nevada-Las Vegas left the league to help form the Mountain West

Conference. According to an article in the *Las Vegas Review-Journal*, WAC commissioner Karl Benson attended the WCC conference at the Orleans.

"I'm really impressed," Benson told the *Review-Journal*. "Walking around the building, it has an electricity and a tournament atmosphere to it, which is what we're looking for."

A handful of celebrities were also in attendance at the men's championship game, including former NBA coaches Pat Riley and P.J. Carlesimo, former Major League Baseball pitcher Greg Maddux, and former NBA player Gary Payton.

Gonzaga swept the championships, with both the men's and women's teams winning conference titles. The men followed up their perfect regular-season conference slate with two blowout wins in the tournament; the school has won eight of the last 12 WCC tournament titles. Gonzaga's women secured the team's second WCC tournament title in three years, and earned its second-ever NCAA Tournament bid.



ALL REVVED UP // // // NASCAR

Guests and employees at **Sam's Town Las Vegas** got all revved up for the 12th annual Sam's Town 300 on February 28. Following the NASCAR race at Las Vegas Motor Speedway, fans cruised over to Sam's Town Live! for the Official After-Race Concert featuring Grammy-nominated country group Little Big Town.



Miss Rodeo America 2009, Maegan Ridley, briefly traded her horse for horsepower during weekend festivities. As a special guest of Boyd Gaming, she took part in a number of activities, including waving a flag during qualifying, taking a race car ride during a practice

run, and mingling with guests and fans. Ridley earned her crown in December at **The Orleans** during the 54th Annual Miss Rodeo America Pageant in December.

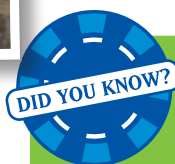
The action-packed weekend also included the 11th annual NASCAR Drivers Auction, held at Sam's Town Live!, featuring a special appearance by TV and film star Mickey Jones. The popular charity auction is a rare opportunity for fans to bid on a chance to get up close and personal with their favorite NASCAR drivers.



ABOVE: MISS RODEO AMERICA 2009 MAEGAN RIDLEY.



ABOVE: MISS RODEO AMERICA 2009 MAEGAN RIDLEY WITH THE FLYING ELVIS.



The annual NASCAR Drivers Auction held at **Sam's Town** is the single-largest fundraiser for the Las Vegas chapter of the Speedway Children's Charities, raising more than **\$1 million** over the years for needy local area children.



EMPLOYEE NEWS

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COMPANY NEWS

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q&a with Keith Smith



q What is **B** Connected Online?

a It's the Company's new website for our customer loyalty program. **B** Connected Online offers a range of cutting-edge tools that personalize the customer experience and maximize **B** Connected membership benefits. It gives our players a one-stop place to monitor special offers, point balances and progress toward achieving higher tier levels within the program. It launched in January (bconnectedonline.com).

q What features of the website are you most excited about?

a

Boyd Gaming has always focused on providing an exceptional customer experience. **B** Connected Online brings that philosophy to the Web, which I think is very exciting.

Players can personalize their home page with real-time calendars that provide a quick snapshot of all events, entertainment, gaming promotions and exclusive offers at any property on any selected day. The site also features live webcam video feeds from our properties and an easy-to-use Slot Search tool that helps players find their favorite machines at any property. Another great feature is BCO Mobile (mobile.bconnectedonline.com), a mirror site optimized for use on mobile phones.

It's Fun to **B** Connected to the Big Easy

BY MATTHEW TUCSH, TREASURE CHEST PROMOTIONS COORDINATOR

It was a party nearly a year in the making. In March 2008, **Treasure Chest** General Manager Toni Demahy said she wanted to offer a Mardi Gras experience for Boyd Gaming guests throughout the Midwest and South Region, similar to what Treasure Chest guests have enjoyed in the past. With that directive, the property marketing team got to work and organized a Mardi Gras party that would top all parties.

The all-inclusive party package was designed to complement the **B** Connected program — one more perk of being an Emerald level member and it allowed guests to see how their points travel with them in the One Card program.

Guests flew in for the festivities on Thursday, February 12. On Friday, they rode on a parade float with the Krewe of Excalibur. Guests were provided throws (beads) for the five-mile parade route, which added to the fun. On Saturday, they enjoyed Mardi Gras in traditional style from the balcony at Rubenstein's, a fine men's clothing store that has been in the city since the early 1920s. All food, drinks and transportation were included in the package.

The party included 30 Treasure Chest guests, along with 10 each from **Par-A-Dice** and **Sam's Town Tunica**, 12 from **Delta Downs**, and six from **Sam's Town Shreveport**.



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ESPNTHEMAGAZINE.COM Teams with Boyd Gaming for The Big Game Prop Bet Contest



Just before The Big Game, "Behind the Bets" columnist Chad Millman reached out to Boyd Gaming's Director of Race and Sports Books, Bob "Scooch" Scucci, for a creative prop bet. Scooch turned the tables.



"Everyone from the media is always asking me for crazy props, so I asked them for one," Scooch said. The result was a contest on espnthemagazine.com.

If you're not familiar with the unusual prop bets that are created for an event like the The Big Game, here's an example offered by Millman: Who will score more points on The Big Sunday, LeBron James vs. the Lakers, or Pittsburgh vs. Arizona?

Readers were invited to submit prop bet suggestions. The winning idea, submitted by Lance from American Samoa, was posted at all eight of the **Boyd Gaming** Las Vegas properties. Lance suggested a bet of total game-time duration, from kickoff to final whistle. Looking at the past seven Big Games, Scooch and his staff settled on a time.

The official prop posted: Duration of time to play the game over/under 3 hours 37 minutes. The official game time: 3 hours, 38 minutes. What would you have bet?

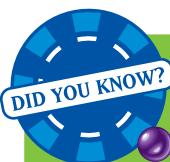
BENEFITS BUZZ

ONE IN FIVE SELECT BOYD CHOICE PLAN

For the first time, the benefits open enrollment held in November provided plan options that allow you to choose the best fit for you and your family. Employee feedback told us that you saw this as an opportunity to learn exactly how your benefit plan works and that the information highlighted the great plan options we have here at **Boyd Gaming**.

Interestingly, almost one out of every five employees selected the Boyd Choice Plan. This plan offers a completely new way of looking at health care. Because the Choice Plan is unique in many of its components, Boyd Benefits participants will be receiving regular information on how to best utilize this great new benefit plan.

Don't forget to log on to boydgaming.benefitsnow.com for all your Boyd Benefits news.



The tradition of throwing trinkets to the crowds during **Mardi Gras** was started in the early 1870s by the Twelfth Night Revelers.



SAFETY BUZZ

Committees Play Active Role

Every **Boyd Gaming** property has a Safety Committee made up of employees from various departments. This committee is an exciting opportunity for employees to get involved and play an active role in safety at their property.

"Members of our Safety Committees serve as safety ambassadors for all employees and guests," explained Henry Becnel, Treasure Chest Safety Manager. "They're approachable. They listen and counsel, and provide and implement ideas in a timely and professional manner."

The groups meet monthly to evaluate and recommend improvements on workplace safety programs and to identify corrective measures needed to eliminate or control recognized safety and health hazards. Property safety committees report, advise and make recommendations to executive management for implementation.

Members are appointed by their department heads – an honor bestowed on those employees who express a desire to contribute and a commitment to serve. Committee members must have been employed with Boyd Gaming for at least one year. They also must be willing to participate for 12 months.

"We encourage all levels of employees to be involved," Henry said. "It gives employees the opportunity to work with management and make a real difference in safety at their property."

If you would like to volunteer your time and insight to this important initiative, speak with your supervisor.



COMING UP ACES IN ATLANTIC CITY



ASSOCIATES IN THE PHOTO FROM LEFT TO RIGHT: RAY STEFANELLI, DIRECTOR OF POKER MARKETING; DAVE COSKEY, VP OF MARKETING; AUGGIE CIPOLLINI, SR. VP & CHIEF ADMINISTRATIVE OFFICER.

Borgata's customers in the New York area now have a safe, comfortable and easy way to get away and play.

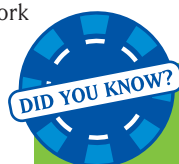
The Atlantic City Express Service, LLC (ACES), a joint venture between Borgata, Caesars Atlantic City and Harrah's Resort Atlantic City, debuted in February. Weekend rail service speeds commuters from New York City to Atlantic City with a brief stop in Newark.

"We've heard for years from our customers in the New York market that they'd love a fast, comfortable, convenient way to get to Atlantic

City – especially from those who've experienced bottlenecks getting in and out of the City," said Auggie Cipollini, Borgata Senior Vice President and Chief Administrative Officer. "The research we conducted supports what we've heard, and we worked with our partners to ensure we accommodated their needs in our planning and design of this service."

Each train consists of four multi-level cars with both first and coach class travel experiences, complete with leather seats and a private lounge. First-class seating is located on the upper deck of the train with servers available for food and beverage options. The train ride takes about two and a half hours, and tickets include complimentary shuttle service from the Atlantic City train station to Borgata, Harrah's and Caesars.

Ceremonies were planned in both Atlantic City and New York City to mark the first time the public could ride the ACES train. New Jersey Governor Jon Corzine participated in the New York press conference and rode ACES to Newark.



All three **Sam's Town** properties will celebrate milestone anniversaries this year: **Shreveport** – 5 years; **Tunica** – 15 years; and **Las Vegas** – 30 years. **Congratulations!**



Moving Up



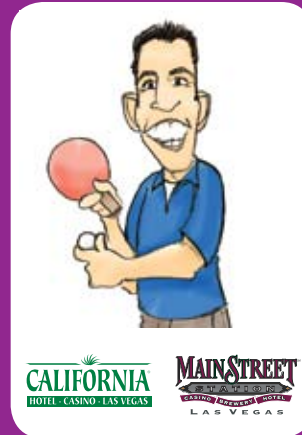
Vince Anderson

Connected Players Club Supervisor
California/Main Street Station

Moving Up: Marketing Assistant, Downtown Region (February 2007); Connected Players Club Supervisor, Cal/MSS (October 2008)

Thought for the Day: Vince typically works from 7 a.m. to 6 p.m., but that's the only thing typical about his day. "I love the fact that I learn something new every day," he said. "It keeps my job interesting and exciting." Though Vince is a bit shy and quiet by nature, he has learned that he can't be shy with customers. He finds great satisfaction in answering their questions and helping them resolve any issues that may come up. Vince has been nominated for Employee of the Month twice and won in July 2008.

After Hours: Vince's family is in Montana, and he is working on getting them down to Vegas. In his free time, he enjoys hiking and playing golf, ping pong and basketball.



Christy Lambright

Marketing Manager
Orleans Arena

Moving Up: Arena Marketing Coordinator (2007) – Arena Marketing Manager (2008)

Thought for the Day: Christy is responsible for event marketing. She works with radio and TV stations, outdoor media and print publications to advertise the events that come to Orleans Arena and develops promotions. She coordinates with talent and promoters, and organizes meet-and-greets between the talent and their fans. While she works traditional office hours, Monday through Friday, Christy also works after hours and weekends during the events themselves. She also attends fairs and festivals to increase community awareness with grassroots marketing. "We work hard," she said. "It's very rewarding to see everything come together and people having a great time. It's a rush that cannot be explained."

After Hours: When she's not working, Christy enjoys hanging out with friends, going to the movies, and spending time with her husband, Jim, and their dog, Donnie Sue. She loves to dance – anytime, anywhere – and was awarded Outstanding Dance Team Coordinator by the Arena Football League for her work with the Bakersfield Blitz.



Property News

News You Can Use



The English as a Second Language (ESL) Level I class held at **Gold Coast** was so successful, a Level II 10-week session has already begun. Employees are invited to express an interest in participating in any ESL class offered.

La primera sesion de clases de ingles han sido tan exitosas que ya empezo el Segungo Nivel de clases de ingles cada Martes y Jueves. Invitamos a interesados a inscribirse para las siguientes clases de ingles. Horario: 10 Semanas, cada Martes y Jueves, o Lunes y Miercoles.



ABOVE: GOLD COAST ESL STUDENTS



Borgata hosted its fourth annual Winter Poker Open in January. The record-setting championship event featured 1,017 players and a prize pool of nearly \$3.1 million – an amount far exceeding the \$2 million guarantee provided by Borgata.

LEFT: NEW YORKER STEVE WEINSTEIN WAS THE WINTER POKER OPEN CHAMPION, WINNING \$658,405.



Happy Birthday, **Dania Jai-Alai**! The property celebrated its 55th birthday in December with free cake for all.



Boyd Gaming was recently honored by the Asian, Latin and Urban Chambers of Commerce for support of their Membership and Economic Development programs for 2008. The recognition took place at the annual Tri-Chamber holiday party at the Venetian.



Orleans Arena was recently ranked third among Las Vegas' top venues based on event gross income by Venues Today. Congratulations!



The **Gold Coast** Diversity Committee has organized monthly visits to serve the homeless at the Las Vegas Rescue Mission. Among the 18 volunteers who helped out in December were Kerrie Burke and daughter Breanna; Bertha Rosales and nephews Eddie and Luis Meneses; Louise Doran, her daughter Karen and two grandchildren, Zachary and Kirstyn Porter; Nicki Szyndler and son Austin; Misty Morris, Sheila Delaney, Luis Hernandez, Dave Michael, and Mr. and Mrs. Niall Glennon.

Keith Smith, President and CEO for **Boyd Gaming**, recently was appointed Vice Chairman of the Board of the American Gaming Association and Chairman of the Nevada Resort Association.



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.



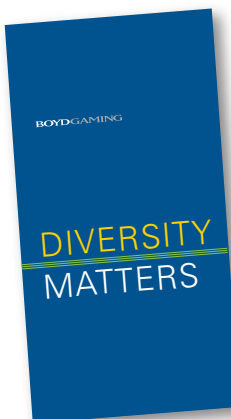
The **Delta Downs** security department recently received new uniforms. Officers have said they like having a choice between short-sleeve and long-sleeve shirts, and guests have said they like the new look. The shirts now identify staff as "Safety Officers" with the goal that it will encourage guests to see them as someone there to help.



PICTURED FROM LEFT ARE SECURITY DIRECTOR TRAVIS WATERS, OFFICER MIKE TABOR, AGM STEVE KUYPERS AND OFFICER MELANIE DENNY.



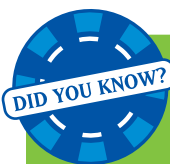
Par-A-Dice has been hosting exclusive bird-hunting trips for its Emerald-level **B** Connected members. Trips included hunting excursions for pheasant, quail and chukar through 750 acres of hardwood trees and some of the best river bottom land in Illinois. They also offer 14 sporting clay stations, as well as a five-stand station. Additional events are scheduled from April through September.



Copies of our new "Diversity Matters" brochure are now available to employees at all properties. It highlights **Boyd Gaming's** commitment to diversity and inclusion.

What is diversity? Diversity is taking advantage of all the ways we are different and similar to meet Company goals. What is Inclusion? Inclusion is using the information, tools, skills, insights and other talents that each individual has to offer for the mutual benefit and gain of everyone.

The brochure puts these definitions within the context of the overall Boyd Gaming mission and vision. It also offers ideas on how we all can become more involved to build a stronger Company and create a bright future for every member of the Boyd Gaming team. Pick up your copy in HR today!



The first **MegaJackpot** awarded in Louisiana this year occurred at **Delta Downs** in January. **Angelita Gutierrez-Oliver** from Houston won **\$1.28 million** playing a popular Wheel of Fortune \$5 slot machine.



Congratulations!

The **Fremont** was recently honored with the inaugural President's Award for Safety Performance. This award honors the Nevada Boyd Gaming property with the best overall safety performance. The Fremont attributes their success over the last year to teamwork and the support of their Safety Committee.



(LEFT TO RIGHT) KIRBY SALOMONE, DIRECTOR OF OPERATIONS AT THE FREMONT CHRIS GARY, DOWNTOWN REGION SAFETY MANAGER, JOHN SOU, VICE PRESIDENT AND GENERAL MANAGER AT THE FREMONT.



KEITH SMITH, BOYD GAMING PRESIDENT AND CEO, PRESENTS JOHN SOU, VICE PRESIDENT AND GENERAL MANAGER OF THE FREMONT HOTEL AND CASINO, WITH THE INAUGURAL PRESIDENT'S AWARD FOR SAFETY PERFORMANCE.

