

# RIVERCITY CASINO

*Lemay, South St. Louis County*

## Location

Pinnacle Entertainment's new entertainment district in south St. Louis County will straddle the frontier between the County and the City of St. Louis. Overlooking the Mississippi River, the site rests just south of the confluence of the Mighty Mississippi and the River des Peres. In 1700, French Jesuits established a mission in this area, which is now one of the most densely populated parts of the St. Louis Metropolitan Area, the nation's 18th largest, with more than 2.6 million residents.

River City Casino is located approximately 1.5 miles from Interstate 55 at  
**777 River City Casino Boulevard, St. Louis, MO 63125**

Visit [www.rivercity.com](http://www.rivercity.com) for updates and a link to view the live project webcam.

## Economic Impact

In the first phase, Pinnacle will invest approximately \$380 million into south St. Louis County (consistent with earlier cost projections), excluding operating cash, non-cash rent accruals and capitalized interest. Highlights include:

- Creation of approximately 600 union construction jobs, approximately 1,200 permanent jobs and hundreds of ancillary service jobs;
- Construction of a new public roadway – **River City Casino Boulevard** - to provide primary access to the site and open up new areas of County and City to needed development;
  - Pinnacle invested more than \$23.8 million in the nearly 1.5-mile-long roadway, which provides a vital east-west link between the I-55 and South Broadway corridors;
  - New signal-controlled intersections at Lemay Ferry Road, South Broadway and on to the River City Casino site create more efficient traffic flow in the Lemay area;
  - New sections of the roadway are built above the 100-year flood levels.
- Contribution of \$5.1 million for community and recreation facilities;
- Environmental clean-up of long-abandoned former National Lead site;
- Among the largest private investments in St. Louis;
- Anchor facility will spur additional development on neighboring sites.

## Property Size

Pinnacle's 250,000-square-foot project sits on approximately 56 acres with a gaming floor of approximately 90,000-square-feet.

## Opening Date

River City Casino is scheduled to open at **2 p.m. (CT) on March 4, 2010**, pending final approval from the Missouri Gaming Commission.

## Employment

Employment applications are now being accepted at the River City Casino Employment Center, located at 8643 S. Broadway in Lemay, south St. Louis County, or online at [www.jobsatrivercity.com](http://www.jobsatrivercity.com).

## Project Highlights

- Single-level, 90,000-square-foot casino, featuring more than 2,000 slot machines and 55 table games, including poker;
- A variety of irresistible dining & nightlife options, including:
  - **Jeff Ruby's Steakhouse** – an exquisite, 325-seat fine dining restaurant offering a tantalizing array of hand-selected USDA Prime dry-aged steaks cooked to perfection, fresh seafood, a sit-down sushi/raw bar, an extensive wine selection and piano bar;
  - **The Great Food Exposition** – a 350-seat buffet of global proportions, offering an abundant menu of Italian, American, Asian and seafood favorites; rotisserie-grilled meats carved fresh on an authentic Brazilian-style Rodizio Grill, and homemade pastries and pies pulled fresh from an old-fashioned cast-iron oven;
  - **Lewy Nine's Café** – an elegant retro-twist on the classic '50's diner featuring a 110-seat dining room, complete with curved countertop and stools, plus a menu of café classics and 1904 World's Fair food favorites;
  - **1904 Beerhouse** – a high-energy, 100-seat tavern, featuring more than 100 beers by the bottle and 32 on tap, including River City's own 1904 Brewhouse Ale. Gather at a 60-foot long bar or a 20-foot long communal table to enjoy a menu of contemporary bar treats and beer specialty food items designed to share and pair with complementary ales;
  - **Burger Brothers** – a spin on the classic burger joint serving mouthwatering burgers prepared with the "Handmade Burger Brothers Blend." The casual, 50-seat dining area and quick counter service create an ideal spot for "grab-'n'-go" grub;
  - **Judy's Velvet Lounge** – an entertainment lounge featuring live music, bar-top slots, and high-definition, flat-screen TVs;
  - **BarCentral** – Located at the heart of the casino floor, hot bar-top slots and cold drinks mixed and served by the Ladies and Gents of River City create a lively 40-seat social centerpiece;
  - **Peet's Coffee & Tea** - a truly distinctive coffee experience featuring handcrafted beverages and the freshest, artisan-roasted whole-bean coffee available; plus, decadent baked goods, muffins, Danish, croissants and other savory items.
- Retail shopping at **ETC** – a selection of exclusive River City logo apparel, sunglasses, seasonal gifts, snacks and sundries;
- Parking for more than 3,000 vehicles.

## Ownership

PNK (River City), LLC., a subsidiary of Pinnacle Entertainment, Inc.

## **Management**

Richard J. Goeglein  
Interim Nonexecutive Chairman

John V. Giovenco  
Interim Chief Executive Officer

Alain Uboldi  
Chief Operating Officer

Steve Capp  
Executive Vice President, Chief Financial Officer

Jack Godfrey  
Executive Vice President, Counsel & Secretary

Cliff Kortman  
Executive Vice President, Design & Construction

Carlos Ruisanchez  
Executive Vice President, Strategic Planning & Development

Todd George  
Regional Vice President – St. Louis and General Manager, River City Casino

## **General Contractor**

Yates / Paric, A Joint Venture

## **Design Team**

Bergman, Walls & Associates, Ltd.	Architects
Avery Brooks & Associates	Interior Design
M.A. Engineering	Structural Engineer
Lay Pitman & Associates	Naval Architects
Horner & Shifrin and David Mason & Associates	Civil Engineers
Lifescapes International, Inc.	Landscape Architects
CHP & Associates	Mechanical Electrical and Plumbing Engineers

## **Design Approach**

The interior and exterior design approach are New Age authentic, reflective of an overall look of a Missouri riverboat town at the peak of the steamboat trade on the Mississippi River -- historical, yet new. Guests will savor an unexpected visual that maintains the historical integrity of the area's rich history while providing a comfortable, entertaining place for locals looking for that "wow" factor.

**PINNACLE ENTERTAINMENT, INC.**

Pinnacle Entertainment, Inc. owns and operates casinos in Nevada, Louisiana, Indiana, Missouri and Argentina. The Company has a casino development project under construction in the St. Louis area, to be called River City, which is expected to open on March 4, 2010, subject to approval by the Missouri Gaming Commission. Pinnacle is also developing a second casino in Lake Charles, Louisiana, to be called Sugarcane Bay at L'Auberge du Lac, and a casino in Baton Rouge, Louisiana.

Pinnacle Entertainment, Inc. is publicly traded on the New York Stock Exchange under the ticker symbol PNK. To learn more about Pinnacle Entertainment, please visit <http://www.pnkinc.com>

*Pinnacle Entertainment, Inc. is an equal opportunity employer committed to responsible gaming.*

©2010 Pinnacle Entertainment, Inc. All rights reserved.