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BOOMTOWN CASINO & HOTEL REVEALS NEW MANAGEMENT & LONG-TERM OPERATIONAL STRATEGY TO MAXIMIZE GUEST EXPERIENCE

Gaming industry executive Rob Medeiros selected as General Manager and CEO to implement new operational strategies as \$7 million improvement plan nears completion

Verdi, NV (May 27, 2014) – Boomtown Casino and Hotel revealed its long-term management and operational strategy in its program to maximize the overall guest experience at the mixed-use entertainment and hospitality facility located in Verdi, Nevada. This includes the selection of gaming industry executive Rob Medeiros to function as the new General Manager and CEO of the complex that is nearing completion of more than \$7 million worth of interior and exterior improvements. Mr. Medeiros, who brings more than 18 years of gaming industry management experience to Boomtown Casino and Hotel, formerly held similar positions with Gold Ranch and the Sands Regency.

“Rob has the perfect blend of leadership and communication skills, knowledge of the gaming industry and familiarity with the greater Verdi and Reno communities to lead Boomtown Casino and Hotel as the ownership team strives to improve every element of the property,” explained Edward A. St. John, financial partner for the casino and owner of St. John Properties, Inc., headquartered in Baltimore, Maryland. “After investing more than \$7 million worth of upgrades over a nearly two-year period, we are eager to take the critical next step to further elevate this project for the betterment of our guests and the local community.”

Located at 2000 Garson Road near Interstate 80, Boomtown Casino and Hotel offers more than 600 state-of-the-art slot and video poker machines, plus eleven gaming tables within 42,000 square feet of space. Restaurant and dining options include the Bistro 2100, all-you-can eat Famous Lobster Buffet, Peet’s Coffee and Tea, Market Fresh Deli 24/7 and three bars and lounge area. The hospitality component is comprised of 318 guestrooms and suites.

First opened in 1964, the gaming complex was developed on land that was formerly utilized as a truck stop for drivers traveling over the Sierra Mountains. The project was purchased in 2012, with the new owners investing in a comprehensive effort that included modernizing the ventilation and air conditioning package, integrating new flooring and wall coverings throughout the common areas of the complex, and improving the lighting, acoustics and technological elements.

“I was attracted to this opportunity because of the passion and commitment exhibited by the new ownership group to develop the tremendous potential of Boomtown Casino and Hotel,” explained Rob Medeiros. “They have carefully surveyed and researched the local gaming environment and crafted a long-term strategy to leverage Boomtown’s strengths and appeal to the entertainment needs of multiple audiences. The remodeling and enhancements are only the beginning of numerous positive changes and enhancements.

“Future development and improvement projects will address the additional acreage controlled by the ownership group in an effort to position Boomtown Casino and Hotel as an attractive and compelling destination, as well as maximize the brand,” he added. “Establishing additional resort-style amenities to attract additional visitors will also play an important part of the process.”

“We recognize the challenging conditions all casinos are operating within in this marketplace and across the country, but we believe that Rob Medeiros will enable us to achieve immediate and tangible improvements,” Edward St. John said. “Our team continues to evaluate the property, its day-to-day volume and the overall operational logistics as we strive to elevate this project to the top in its local peer group.”

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