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**LONE BUTTE CASINO HOLDS WORLD PREMIERE OF  
BALLY'S CODE RED™ CASINO GAME**

**PHOENIX, ARIZONA- March 30, 2011-** Lone Butte Casino located in Chandler, Arizona, unveiled a brand new casino game on Wednesday, March 30, on its casino floor. Not only is it new to the Gila River Indian Community owned casino or even the greater Phoenix area, but to the entire world.

The introduction of Bally Technologies, Inc.'s next-generation casino game, Code Red, at Lone Butte is a world's first. This factor is definitely exciting as Lone Butte Casino implements it for the first time in their facility.

"It's a really big deal," said Jeff Martin, General Manager. "We are greatly honored and quite thrilled to be the first casino in the world to offer this remarkable new game to our guests. Code Red takes gaming excitement to an entirely new level and will contribute to the evolution of the gaming industry."

Indeed, Bally Industries' Code Red has been called a "game changer." Featuring a first-of-its-kind, 22-inch curved LCD display, it looks, feels and plays like a traditional reel-spinning game, but is actually a video game according to Dan Savage, Bally's Vice President of Marketing.

Along with Code Red's leading-edge curved LCD display, the game contains Bally Technologies' award-winning U-Spin™ gesture-control play mechanic and the fully integrated, interactive iDeck™ touch-screen button deck. The U-Spin feature in Code Red awards free games, one of three progressive jackpots, or bonus credits. Players activate the U-Spin-enabled "Wheel Bonus" via a touch-screen glass display mounted in front of the curved LCD that allows them to touch and spin the virtual wheel—as if it were a real wheel.

Code Red also debuts Bally's new Free Games play mechanic, which shows possible bonus awards above each reel during free games. These awards may be bonus credits, locked wild symbols or a locked wild reel. When a Code Red symbol appears, players receive the bonus shown above that reel. A new, randomly selected award then replaces the one received. There is also a unique "Wildfire" stacked wilds play mechanic that, when triggered, awards up to three additional wild symbols.

"All of the great features of this new game add up to one unique, incredible experience," added Martin. "And the most exciting part is that Lone Butte Casinos guests are the first in the world to play it and enjoy it. We're proud to be able to take this huge step in our continuing efforts to provide our guests with the very best gaming experience to be found anywhere."

*(More)*

***About Gila River Gaming Enterprises, Inc.***

**Gila River Gaming Enterprises, Inc. owns and operates three casinos within the Gila River Indian Community including *Wild Horse Pass Hotel & Casino, Lone Butte Casino, and Vee Quiva Casino.* All three casinos are open 24 hours a day, 365 days a year. Additional information on these and other events are available by calling 1-800-946-4452, or on our website at [www.wingilariver.com](http://www.wingilariver.com)**

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