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Photo Release -- Pinnacle Entertainment Opens L'Auberge Casino & Hotel Baton Rouge to Robust Crowds at New \$368 Million Property

BATON ROUGE, La. and LAS VEGAS, Sept. 1, 2012 (GLOBE NEWSWIRE) -- [Pinnacle Entertainment, Inc.](#) (NYSE:PNK) today opened [L'Auberge Casino & Hotel Baton Rouge](#), the Company's new \$368 million casino entertainment property overlooking the Mississippi River, at 2:00pm CDT. A ceremonial throw of the dice marked the occasion with Baton Rouge Mayor-President Melvin 'Kip' Holden joining Pinnacle President and CEO Anthony Sanfilippo, L'Auberge Vice President and General Manager Mickey Parenton and Pinnacle's Executive Vice President of Regional Operations Geno M. Iafrate participating.

Photos accompanying this release are available at

<http://www.globenewswire.com/newsroom/prs/?pkgid=14466>

<http://www.globenewswire.com/newsroom/prs/?pkgid=14467>

"This opening is the result of diligent work by an immensely skilled group of leaders at a property now brought to life on this exciting day for Pinnacle and Baton Rouge by our talented and enthusiastic team members," said Anthony Sanfilippo, President and CEO of Pinnacle. "We thank the citizens of Baton Rouge for their vote of confidence and look forward to being a vital part of regional tourism and the local community."

"The premier casino in the region is now open for business and we are excited to welcome guests for the first time as we extend the iconic *L'Auberge* brand into the thriving Baton Rouge market," said L'Auberge Vice President and General Manager Mickey Parenton. "We are thrilled to share it with our guests and the Baton Rouge community; from the expansive vibrant casino to the luxurious hotel and our distinct restaurants with breathtaking riverfront views, we look forward to creating memorable moments for our guests."

"We welcome the opening of L'Auberge Casino and Hotel in Baton Rouge with the more than 1,000 new jobs and 1,200 construction jobs it has created that positively impact our local economy," said Baton Rouge Mayor-President Melvin 'Kip' Holden. He adds, "Pinnacle Entertainment chose to make this significant investment in East Baton Rouge Parish and we look forward to working with them and their employees as they become another great asset in promoting our city as a great place to live and visit."

L'Auberge Baton Rouge created more than 1,000 permanent new jobs with an anticipated tax impact of more than \$50 million annually. The \$368 million property created 1,200 construction jobs. L'Auberge Baton Rouge is Pinnacle's fourth property in Louisiana bringing the Company's investment in the state to more than one billion dollars. Pinnacle now employs more than 5,000 team members in Louisiana.

L'Auberge Baton Rouge provides a best-in-market casino entertainment complex featuring an expansive single-level, 74,000 square foot casino; nearly 1,500 slot machines; 50 table games, including a poker room; a 12-story hotel with 205 guest rooms and a rooftop pool; four dining outlets; a unique casino entertainment lounge with breathtaking views of the Mississippi River; 2,400 total parking spaces, including 800 in a covered parking garage; a multi-purpose event center with concert seating for over 1,500 people or banquet seating for up to 800 people; and outdoor festival grounds with capacity for up to 2,500.

A complete project fact sheet can be found at www.mylauberge.com.

About Pinnacle Entertainment

[Pinnacle Entertainment, Inc.](#) owns and operates seven casinos, located in Louisiana, Missouri, and Indiana, and a racetrack in Ohio. In addition, Pinnacle holds a 26% ownership stake in Asian Coast Development (Canada) Ltd. (ACDL), an international development and real estate company currently developing Vietnam's first large-scale integrated resort on the Ho Tram Strip.

[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 www.pnkinc.com.

The [Pinnacle Entertainment, Inc.](#) logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=13121>

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The [L'Auberge Casino & Hotel Baton Rouge](#) logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=14465>

The photos are also available via AP PhotoExpress.

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Pinnacle Entertainment unveils \$368 million L'Auberge Casino & Hotel Baton Rouge project.

Baton Rouge Mayor-President Kip Holden and Pinnacle Entertainment President & CEO Anthony Sanfilippo mark the formal opening of L'Auberge Casino & Hotel Baton Rouge with a ceremonial throw of the dice.