

Photo Release -- L'Auberge Casino & Hotel Opens to Enthusiastic Crowds and Record Loyalty Club Memberships; Lauded as Big Win for Baton Rouge Economy

September 1st Proclaimed L'Auberge Baton Rouge Day

BATON ROUGE, La. and LAS VEGAS, Sept. 4, 2012 (GLOBE NEWSWIRE) -- Pinnacle Entertainment, Inc. (NYSE:PNK) opened L'Auberge Casino & Hotel Baton Rouge to robust crowds on Saturday, September 1st. Enthusiastic guests began lining up to be the first to experience L'Auberge hours before the 2pm CDT opening. More than 18,000 excited guests streamed in the doors throughout the weekend leading to record new memberships for Pinnacle's mychoice loyalty program. The L'Auberge culinary team served more than 8,000 meals throughout opening weekend, showcasing the flavors of Louisiana and its rich cultural history in 18 STEAK, Stadium Sports Bar & Grill, Bon Temps Buffet and more.

Photos accompanying this release are available at

http://www.globenewswire.com/newsroom/prs/?pkgid=14475

http://www.globenewswire.com/newsroom/prs/?pkgid=14476

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Baton Rouge Mayor-President Melvin 'Kip' Holden proclaimed September 1st as *L'Auberge Baton Rouge Day* in an official proclamation presented during Saturday's opening ceremony. Mayor Holden said, "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."

The economic impact of L'Auberge will be immediate with more than 1,000 new jobs created and anticipated annual tax impact of more than \$50 million. U.S. Senator Mary Landrieu said, "The opening of Pinnacle's fourth statewide location is exciting news for Baton Rouge and all of Louisiana." She adds, "Pinnacle has a strong record as a good community partner in this state. They have contributed millions to local charities, created thousands of permanent jobs and made strong investments in our economy. I welcome the arrival of L'Auberge Baton Rouge and thank Pinnacle for their continued commitment and support to the people of Louisiana."

Louisiana Lt. Governor Jay Dardenne, whose office oversees tourism in the State, voiced his support for the region's newest tourism destination. Dardenne said, "With the opening of L'Auberge comes more than 1,000 new hospitality jobs for Louisiana. We are happy to have L'Auberge as part of Louisiana's already burgeoning lodging and entertainment landscape." Pinnacle Entertainment now employs more than 5,000 team members statewide and has more than one billion dollars invested 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; information on Pinnacle's guest loyalty program is online at www.pinnaclemychoice.com.

About Pinnacle Entertainment

<u>Pinnacle Entertainment, Inc.</u> 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

Forward-Looking Statements

All statements included in this press release, other than historical information or statements of historical fact, are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements, including statements regarding the future annual tax impact and the potential job creation as a result of <u>L'Auberge Casino & Hotel Baton Rouge</u>, are based on management's current expectations and are subject to risks, uncertainties and changes in circumstances that could significantly affect future results. Accordingly, Pinnacle cautions that the forward-looking statements contained herein are qualified by important factors that could cause actual results to differ materially from those reflected by such statements. For more information on the potential factors that could affect Pinnacle's business and financial results, review Pinnacle's filings with the Securities and Exchange Commission (the "SEC"), including, but not limited to, its Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K.

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L'Auberge Casino & Hotel Baton Rouge is a premier Louisiana destination property offering a fully integrated casino entertainment experience with a hotel designed to capture the feel of a southern river lodge.

L'Auberge Casino & Hotel Baton Rouge opened September 1st to enthusiastic crowds.

L'Auberge Baton Rouge is a truly unique casino entertainment complex with 74,000 square feet of gaming featuring nearly 1,500 slot machines and 50 table games with a Poker Room and High Limit Salon.