



Ameristar Casino Black Hawk Fact Sheet

Overview

Located in the mountains 40 miles west of Denver, Ameristar Casino Black Hawk brings an exceptional gaming and entertainment experience to the metropolitan area. The 100,000-square-foot property features a two-story casino, five dining and entertainment venues, and the largest parking garage in the market.

Owner

Ameristar Casinos, Inc. (NASDAQ-GS: ASCA), a leading Las Vegas-based gaming and entertainment company, operates eight properties in seven markets, including five of the country's top 20 commercial gaming markets and four of the nation's top 30 metropolitan markets.

Opened

The original facility opened in December 2001. Ameristar purchased the property in December 2004. Its 33-story, 536-room, four diamond-quality hotel tower is scheduled to open in the fall of 2009. It will include a luxury day spa and an event and meeting space.

Casino

The 55,000-square-foot state-of-the-art casino includes more than 1,600 slot machines featuring Ticket-In/Ticket-Out coinless slot technology, as well as a live poker room, table games, classic gambling reels and the newest video-style games.

Offerings include:

- More than 1,600 slot machines, including reels, video reels and video poker
- 18 table games, including craps and roulette
- 14 live poker tables

The games of craps and roulette were added July 2, 2009, as permitted by a casino-related ballot measure approved by the state's electorate in November 2008 and ratified by the city's electorate in January 2009. Other regulatory reforms include the increase of bet limits from \$5 to \$100 and 24-hour operation of the casino.

Star Awards

The Star Awards program allows players to earn exciting awards and other benefits. Signing up for it is quick and easy. The Star Awards points that players earn through tracked slot and table game play can be redeemed for cash back or meals at Ameristar restaurants – even on the day of play.

Star Awards members are eligible to receive monthly awards packages containing cash, bonus points, and restaurant or hotel coupons, along with information on upcoming Ameristar promotions and events. Players may also, depending on their level of play, qualify for exclusive VIP invitations to parties, tournaments and other special events. To take full advantage of the program, be sure to use your Star Awards card when playing slot or table games at Ameristar.

Star Awards is located on both level one and level two. For more information about the Star Awards program, please call (720) 946-4231.

Star Club

The Star Club lounge is reserved exclusively for players who have achieved Star Club membership. Members can relax in this private, richly appointed lounge while enjoying complimentary food and beverages and warm, personalized service from our club staff.

The Star Club is located on level one. For more information about the Star Club and hours of operation, please call (720) 946-4294.

Dining

Guests at Ameristar Black Hawk may now choose from three restaurants and a Starbucks coffeehouse. The property's food and beverage operation benefits from Ameristar's emphasis on culinary excellence, a standard that has won numerous awards across the country.

TIMBERLINE GRILL. With its reclaimed timber and intricately detailed woodwork, this restaurant resembles a mountain retreat. Its menu includes such traditional favorites as filet medallions, cedar-plank salmon and king crab, as well as lavish desserts. For more information, please call (720) 946-4082.

CENTENNIAL BUFFET. Featuring multiple exhibition-style serving stations, this restaurant offers American, Italian and Asian favorites; fresh seafood; and delectable desserts. With its hand-hewn timbers, wrought-iron fixtures and dry-stacked stone columns, the atmosphere here is pure Colorado, right down to the woodcut-style prints on the wall celebrating the history of Black Hawk. For more information, please call (720) 946-4080.

WAYPOST DELI. Located inside the casino, the Waypost has a new look and an extended menu that includes sandwiches, burgers, pizzas from a stone-fired oven and more. For more information, please call (720) 946-4001.

A fourth restaurant, the casual, diner-style ***FIRESIDE KITCHEN***, will be added when the hotel opens.

STARBUCKS. Ameristar is proud to feature the only Starbucks in Black Hawk. It is located just off the casino floor, with an expansive slate patio and an outdoor fireplace. For more information, please call (720) 946-4000, ext. 3171.

Hotel

Scheduled to open in fall 2009, the 33-story, full-service hotel will feature 536 well-appointed rooms, including 64 suites. All rooms will have wireless high-speed Internet access and such luxury furnishings as plasma-screen televisions, double vanities, and separate tubs and showers. Each standard 450-square-foot guest room will have a marble foyer and either one king-sized or two queen-sized beds. All suites will include hot tubs, and some will have double-sided fireplaces and views of the Continental Divide. All rooms will be furnished with top-of-the-line mattresses, luxurious linens and premium bath products.

Spa and Pool Facilities

Black Hawk's swimming pool, along with its indoor and outdoor whirlpool spas, will be located on an open-air, heated patio on the hotel's roof. This pool level will feature a movable glass wall to enclose the pool during winter months while preserving the panoramic mountain views. The patio surrounding the pool will be of dry-stacked, quarried stone, with wrought-iron details, and heavy wood beams and trusses.

The full-service ARA day spa will be located within the hotel and will feature six treatment rooms, hot tubs, and sauna and steam rooms. The spa will offer traditional spa services, including massages, scrubs, facials, pedicures and manicures. An adjoining fitness center with state-of-the-art cardiovascular and strength-training machines will be available to all hotel guests.

Conference and Meeting Space

The new hotel tower will contain more than 15,000 square feet of flexible meeting space. Conference and meeting rooms will be equipped with the latest technology, and the property's diverse restaurants will be able to cater any event.

Entertainment

BAR 8042. Situated in the heart of the casino – and at the center of the action – this circular lounge is bordered by four 70-foot, pass-through fireplaces and has four large-screen projection televisions. Bar 8042 hosts the best in local and regional live entertainment. For more information, please call (720) 946-4000, ext. 3172.

Shopping

Our gift shop kiosk offers themed gifts, jewelry and a variety of logoed apparel. The kiosk also carries newspapers, sundries and snacks. For more information, please call (720) 946-4132.

Location

Located in the mountains approximately 40 miles west of Denver, Ameristar Casino Black Hawk is at the center of the Black Hawk/Central City gaming district, at the intersection of Highway 119 and Richman Street in Black Hawk, Colorado.

Address

111 Richman Street
Black Hawk, Colorado 80422

Main Operator

(720) 946-4000

Information/Reservations

(866) MORE FUN or (720) 946-4000

www.ameristar.com

Parking/Valet

Ameristar Black Hawk's 10-story parking garage – the largest in the market – can accommodate nearly 1,500 vehicles. Complimentary valet service is available at the facility's main entrance, under the 7,000-square-foot porte cochère.

Media Contacts

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About Ameristar

Ameristar Casinos, Inc., is a leading Las Vegas-based gaming and entertainment company known for its premier properties characterized by innovative architecture; state-of-the-art casino floors; and superior dining, lodging and entertainment offerings. Ameristar's focus on the total entertainment experience and the highest-quality guest service has earned it leading market-share positions in the markets in which it operates. Founded in 1954 in Jackpot, Nev., Ameristar has been a public company since November 1993. The Company has a portfolio of eight casinos in seven markets: Ameristar Casino Resort Spa St. Charles (greater St. Louis); Ameristar Casino Hotel Kansas City; Ameristar Casino Hotel Council Bluffs (Omaha, Neb., and southwestern Iowa); Ameristar Casino Hotel Vicksburg (Jackson, Miss., and Monroe, La.); Ameristar Casino Hotel East Chicago (Chicagoland area); Ameristar Casino Black Hawk (Denver metropolitan area); and Cactus Petes Resort Casino and The Horseshu Hotel and Casino in Jackpot, Nev. (Idaho and the Pacific Northwest).

Visit Ameristar Casinos' Web site at www.ameristar.com.



CORPORATE FACT SHEET

Playboy Enterprises, Inc. (PEI) is an international multimedia entertainment company that sells and markets branded products and services in almost 200 countries worldwide. The Company's six business groups are Publishing; Entertainment; Product Marketing; Catalog; Casino Gaming and Playboy.com, Inc.

The **Publishing Group** produces the flagship U.S. edition of *Playboy* magazine, books and newsstand specials, and works with partners to produce international editions of *Playboy*. The **Entertainment Group** operates Playboy TV networks worldwide and creates and distributes programming for international home video and television markets. The **Product Marketing Group** markets the Playboy trademarks on apparel, accessories and products sold throughout the world. The **Catalog Group** operates a direct marketing business, including print and online versions of *Critics' Choice Video* and *Collectors' Choice Music* catalogs. The Company's **Casino Gaming Group** re-entered the casino gaming business in 1999. **Playboy.com, Inc.** is the Internet operating group of PEI, which runs Playboy-branded Web sites targeting the entertainment and lifestyle interests of young men, including: *Playboy.com* (<http://www.playboy.com>), an advertising and e-commerce-supported Web site that offers a range of entertainment, information and e-commerce; *Playboy Cyber Club* (<http://cyber.playboy.com>), a subscription site featuring premium Playboy content and exclusive online events; the *Playboy Store* (<http://www.playboystore.com>), which sells Playboy-branded products; and *Playboy Auctions* (<http://auctions.playboy.com>), which auctions Playboy-branded merchandise and admission to Playboy events, and allows fans to auction their own Playboy memorabilia and collectibles. Playboy.com, Inc. also operates *Cyberspice.com* (<http://www.cyberspice.com>), a site featuring premium adult entertainment under the Spice brand.

PUBLISHING

- *Playboy* is the world's best-selling men's magazine. Almost 9 million American adults read *Playboy* every month, and the magazine's U.S. circulation rate base of 3.15 million is larger than that of *Esquire*, *GQ*, *Details* and *Rolling Stone* combined. Additionally, an estimated 5 million adults read the 16 international editions of the magazine, bringing *Playboy's* global readership to almost 15 million.
- Capitalizing on *Playboy's* global recognition and reputation, the Company more than 25 years ago began expanding its publishing franchise into international editions, books and newsstand specials. Locally produced editions of *Playboy* are published in 16 countries: Germany (1972); Italy (1972); Japan (1975); Brazil (1975); Spain (1978); Australia (1979); Netherlands (1983); Greece (1985); Czech Republic (1991); Poland (1992); Russia (1995); Taiwan (1995); Croatia (1997); Slovakia (1997); Hungary (1999) and Romania (1999).
- Since its creation in 1953, *Playboy* has published a rich editorial mix of fiction, articles and interviews. Among the literary talents who have contributed to the magazine are fiction authors Scott Turow, John Updike, Joyce Carol Oates, Tom Clancy, Kurt Vonnegut, Saul Bellow, Stanley Elkin, Margaret Atwood, Harold Robbins and Mickey Spillane, and journalists David Halberstam, Robert Scheer and Nat Hentoff. Each month, *The Playboy Interview* features provocative, in-depth conversations with newsworthy personalities, such as: Dennis Rodman, Cindy Crawford, Jeff Bezos, Tommy Hilfiger, David Mamet, Mike Tyson, Michael Jordan, John Travolta and Bill Gates. Celebrity profiles and pictorials, service features, the politically voluble *Playboy Forum* and regular columns on relationships, fitness, personal finance, music, movies and style complete the comprehensive editorial package.

- Beautiful women have always been an integral part of *Playboy* magazine. Besides the ubiquitously popular *Playboy* Playmate featured in every issue, the magazine also has showcased photography of some of the world's best-known actresses, models and celebrities, including: Farrah Fawcett, Katarina Witt, Cindy Crawford, Sharon Stone, Kim Basinger, Stephanie Seymour and Bo Derek.

ENTERTAINMENT

- Playboy's flagship television network, Playboy TV, reaches more than 23 million U.S. cable and direct-to-home satellite households.
- In partnership with other major media companies, Playboy operates Playboy TV networks worldwide. The Company launched a Playboy TV network in Japan in 1995 with Tohokushinsha Film Corp., one of the country's leading media companies. Also in 1995, Playboy launched a network in the United Kingdom. In 1996, PEI joined forces with the Cisneros Television Group (CTG), one of Latin America's leading producers of television programming, to launch television networks in that region. Playboy and CTG have since launched networks in Spain and Portugal, and have received a license to create a network in Germany.
- To continue this aggressive expansion, Playboy and Cisneros in August 1999 created Playboy TV International, LLC, a joint venture that will create and operate networks worldwide, outside of the United States and Canada.
- In March 1999, Playboy completed its acquisition of Spice Entertainment Companies, Inc., another leading adult programmer. This consolidation is also expected to further fuel Playboy's international growth.
- In countries where the Company does not yet have networks, Playboy supplies programming to other programmers for their TV services. The Company's television programming airs in about 100 countries and Playboy home videos are available in about 50 countries.
- Playboy is consistently named one of the top labels on *Billboard's* "Top Video Sales Label" annual rankings.

PRODUCT MARKETING

- Capitalizing on the Company's brand name and its Rabbit Head logo, one of the most recognized trademarks in the world, *Playboy* is the only magazine that has become a major international consumer brand. The company recently began revamping its domestic licensing program, a strategic move aimed at bringing contemporary, high-quality Playboy-branded apparel and accessories to U.S. department stores and specialty shops. In the past year, the Company entered into domestic licensing deals with Zippo lighters, Nicole Miller, Franklin Mint and California Sunshine. The Company's apparel and accessories are carried by hot retailers including Patricia Field, Bloomingdale's and Hot Topic.
- Apparel, watches, eyewear, jewelry, cigars, small leather goods and gift items are among the Playboy-licensed products sold in more than 60 countries as varied as Indonesia and the Czech Republic.
- Playboy is one of the top-selling American brands in China. The Company's licensee, Chaifa Investment Ltd., operates about 400 Playboy retail outlets in China and Hong Kong.

CASINO GAMING

- In 1999, Playboy re-entered a business in which it excelled in the 70s and early 80s: casino gaming. The Playboy Casino at Hotel des Roses, an entertainment destination that will include retail shops, hotel suites and a 25,000-square-foot casino, is expected to open in 2000 on the Greek island of Rhodes, one of the Mediterranean's most-popular tourist destinations. The casino portion of the facility opened in April 1999.
- The Company continues to explore other gaming opportunities.

PLAYBOY.COM, INC.

- *Playboy* became the first national magazine on the World Wide Web in August 1994, when it created *Playboy.com* (www.playboy.com). The site quickly became one of the most popular sites on the Web, and last year attracted visitors from about 150 countries. A year after its launch, *Playboy.com* became one of the first sites on the Web to sell advertising. During 1998, the company made a major commitment to build this business, primarily by developing original content designed to attract Playboy's target audience of young, urban men. The Company in September 1999 announced its intention to sell a minority interest of Playboy.com, Inc. to the public in early 2000.
- Building on the popularity of *Playboy.com*, the Playboy launched its subscription service, *Playboy Cyber Club* (cyber.playboy.com), in 1997. Members of *Playboy Cyber Club* can participate in live Webcasts of exclusive Playboy events, access *Playboy Interviews* and *Playboy Advisor* columns, as well as view images from the Playmate Portfolio, Playboy Photo Library and Playboy Art Gallery. The site has attracted more than 33,000 members from more than 130 countries.
- Playboy.com, Inc. is one of the few online entertainment businesses generating revenues from four sources: advertising, e-commerce, subscriptions and pay-per-view. In August 1999, Playboy also began offering pay-per-view Webcasts of select Playboy events. Traffic to Playboy.com, Inc, which includes all of Playboy's Web sites, has grown to about 70 million page views a month. Revenues generated by the business have doubled in each of the past two years.

CORPORATE PHILANTHROPY: THE PLAYBOY FOUNDATION

- Originally established in 1965 to aid those who were inequitably treated by institutions and antiquated laws, the Playboy Foundation today focuses on fostering social change by contributing to organizations committed to protecting civil liberties, combating censorship and promoting education and research on human sexuality and population control.
- Since its inception, the Foundation has awarded more than \$12 million to a wide range of groups working in those areas.
- Besides its work with a range of organizations, the Playboy Foundation in 1993 co-created the Freedom of Expression Award with the Sundance Institute. Given annually at the Sundance Film Festival, the award honors documentary films that best investigate and inform the public about issues of social concern.



ABOUT UPM

GLOBALLY

UPM is one of the world's leading forest products companies and the world's largest producer of coated groundwood (the paper on which most magazines and catalogs are printed). Headquartered in Helsinki, Finland, the company **operates production facilities in 17 countries and sells products in 170**. Its **global revenues are about US \$11 billion** and its total paper **manufacturing capacity is 12.7 million short tons**. The company's shares are listed on the New York, Helsinki and German (Freie Markt) stock exchanges under the ticker symbol "UPM."

NORTH AMERICA

The Company's North American division is the continent's third-largest producer of coated groundwood paper, with an **annual capacity of more than 1 million short tons**. Its operations include Blandin Paper Company in Grand Rapids, Minn., and UPM Miramichi in Miramichi, New Brunswick, Canada.

Many of the continent's best-known publications are printed on UPM paper produced in North America, including: *Entertainment Weekly*, *Forbes*, *Newsweek*, *People*, *Sports Illustrated*, *Time* and *TV Guide*. Catalogers and retailers that use UPM paper include Avon, JCPenney, Spiegel and Target, while printing customers include R.R. Donnelley & Sons and Quad Graphics.

UPM North America's corporate offices are in the Chicago suburb of Westmont. In addition, the parent company operates specialized paper facilities in Illinois, North Carolina, Alabama and Texas.

United States: Blandin Paper Company

Blandin Paper Company is one of northern Minnesota's largest and most prominent employers. It became UPM first North American mill in 1997. Two years later, Blandin was the first U.S. forest products company to achieve ISO 14001 registration, a comprehensive international designation involving more than 140 countries that recognizes exemplary environmental systems.

- Employees: 837 directly, another 2,050 indirectly
- Sales: US \$400 million
- Forest land owned and managed: 203,000 acres

Canada: UPM Miramichi

UPM Miramichi is northeastern New Brunswick's largest employer. It was acquired by UPM in October 2000. It holds three of the 10 Crown (public) forest licenses issued in the province of New Brunswick. Facilities include a pulp and paper complex in Miramichi, a groundwood mill in nearby Nelson and sawmills in neighboring Blackville and Bathurst. Miramichi was awarded ISO 14001 registration in 2001.

- Employees: 1,400
- Sales: US \$360 million (CAN\$558 million)
- Forest land managed: 2.3 million acres (924,000 hectares) of Crown lands