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MOTORCITY CASINO HOTEL WINS 2014 SLOT FLOOR TECHNOLOGY AWARD

Bonus TV system recognized as first operator-developed product to earn coveted technology award.

Detroit, May 29, 2014 – MotorCity Casino Hotel was recently recognized by *Casino Enterprise Management* as a 2014 Slot Floor Technology Award winner for its new Bonus TV system. This distinction recognizes MotorCity Casino Hotel as the first operator to be selected for the product development award, which is usually bestowed upon manufacturers or technology companies.

The system was engineered exclusively in-house and delivers a unique multimedia gaming experience complete with synchronized sound-and-light shows and customized messaging. It displays game details, such as slot denominations and themes; promotion updates, such as “You’re XX points away from earning your cash-back multiplier today;” and personalized messages, such as “Happy Birthday!” The system also uses various data points to trigger events, so it can bonus a player whose actual loss exceeds their theoretical loss, for example.

“We’re honored to receive this award,” said Jenny Holaday, senior vice president, Operations for MotorCity Casino Hotel. “We’ve been pursuing a real-time, player-intelligent bonusing system in order to deliver a more personalized and rewarding gaming experience for our guests. In the end, thanks to supportive ownership and top tier marketing and IT teams, we had all the resources we needed to develop it in-house.”

Products for all facets of the slot floor were considered for the award, including machine advancements, systems, thermal printing, bill validating, player tracking, bonusing, components, ticketing, touchscreens, lighting, bases and cabinets, and other associated technologies.

Casino Enterprise Management magazine is a leading gaming industry trade publication and the "Official Publication" of the Association of Gaming Equipment Manufacturers.

About MotorCity Casino Hotel

Located on Grand River Avenue at the Lodge Freeway (M-10), MotorCity Casino Hotel is owned by Marian Ilitch and is the only locally-owned and operated casino in Detroit. The entertainment complex is comprised of an expansive gaming space including a smoke-free gaming area and an award winning 400-room ultra-comfortable and high tech hotel with a luxury spa and fitness center. MotorCity Casino Hotel offers several unique dining options including Iridescence, an Award-winning fine dining restaurant, Little Caesars, the Assembly Line buffet, the Lodge Diner, Pit Stop and the Grand River Deli. Other amenities include Sound Board, an intimate live performance venue, and over 67,000 square feet of function and banquet space. For more information about MotorCity Casino Hotel, or to make a reservation, visit www.MotorCityCasinoHotel.com or call 1-866-STAY-MCC.

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