



For Immediate Release

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MOTORCITY CASINO HOTEL PUTS THEIR LOYAL CUSTOMERS IN BRAND NEW CARS
New Program Is Industry First – Supports American Automakers

DETROIT, MI -- APRIL 2, 2012 -- Today MotorCity Casino Hotel, Detroit's ultimate entertainment destination, will unveil for the first time ever in the casino industry an exciting, new rewards program that allows customers to redeem rewards toward a lease or purchase of a new Chrysler, Ford, or GM vehicle among other valuable on-premise amenities. MotorCity's Club Metro loyalty card program has been completely re-engineered to offer customers ultimate flexibility and unheard-of player benefits. Already over 1,000 Club Metro members have enough Miles for a 12-month lease.

How Club Metro works: With the introduction of the program, customers' rated gaming activity now accumulates in MotorCity Miles. Not only do MotorCity Miles accumulate at twice the speed of their previous rate, they are also now redeemable for slot play, exclusive events, Sound Board suites, luxury hotel rooms, spa services and gift shop merchandise or they can be saved and redeemed for credit against the lease or purchase of a new car. The program now allows customers to essentially design their own customized rewards program. MotorCity Casino Hotel prides itself on being the only locally owned Detroit casino, and has developed its facility and programs with that commitment in mind.

"We know what Metro Detroiters value for their hard-earned entertainment dollars, and we also understand how important the continued auto industry recovery is to all of our livelihoods. Not only is our new program groundbreaking, it's the perfect investment for us to make in our customers, our communities and to support the auto industry," said Gregg Solomon, CEO for MotorCity Casino Hotel.

How to earn a car lease: One of the most exciting and unique features is that every time a guest plays slots or table games with their Club Metro card, they'll be earning Miles that can be redeemed for one of 90 GM, Ford or Chrysler vehicles. MotorCity Casino Hotel has worked directly with the Big Three individually to provide two-year feature lease prices. Customers can browse the car catalog and redeem their saved Miles against the cost of leasing or purchasing the car they select. The flexibility of the program allows customers to save Miles they can redeem for a voucher to be applied against the first month of their lease payments, twelve months of lease payments or even the full 24 lease months.

Once the customer has decided to redeem their Miles toward a new car, they simply visit motorcitymiles.com/drive where they can browse the casino hotel's digital car catalog, view the most current lease pricing and schedule a redemption appointment.

A complete set of new program benefits and details is available at: <http://playm.cc/presspreview>



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 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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