



FOR IMMEDIATE RELEASE

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Greektown Casino-Hotel Names Duffey Petrosky Agency of Record

DETROIT – Greektown Casino-Hotel today announced it has named Farmington Hills, MI.-based Duffey Petrosky as its agency of record for all marketing communications. The creative partnership begins immediately and will focus on Greektown Casino-Hotel as the anchor for the many establishments and activities which are part of the historic Greektown Neighborhood experience.

“We are very excited to announce our creative partnership with Duffey Petrosky,” said new Greektown Casino-Hotel CEO Michael Puggi.

“We searched hard for an agency that shared our vision for the revitalization of Detroit and reinvention of Michigan,” Puggi continued. “The Duffey Petrosky team demonstrated experience in attracting people to an entertainment destination, both in Michigan and out of state. That, partnered with their understanding that the best customer programs consistently deliver, will help ensure our promise to guests that they will have a unique and authentic Detroit experience at Greektown Casino-Hotel.”

Duffey Petrosky Chief Executive Officer Mark Petrosky: “Greektown Casino-Hotel is an awesome partner, truly committed to the people of Detroit and their business neighbors in the Greektown area. We are proud and happy they embraced our integrated marketing approach to building their brand, great customer programs and experiences.”

To kick off the creative partnership, Duffey Petrosky will team up with Greektown Casino-Hotel to foster greater literacy in Detroit by collecting elementary and middle school appropriate books and distributing them to Detroit school libraries that need them.

Greektown Casino-Hotel is a major sponsor of this summer's "Workforce Wednesdays" at Campus Martius Park in downtown Detroit and book receptacles will be available for workers to deposit books during their lunch breaks. Book receptacles will also be in place at more than 30 community fairs and festivals being held throughout the city this summer and fall. For more information about Greektown Casino-Hotel's education and literacy program, visit www.SpecificURLHere.com.

About Greektown Casino-Hotel

Located in the heart of Detroit's Greektown Dining and Entertainment district, Greektown Casino-Hotel opened on Nov. 10, 2000. Greektown Casino-Hotel offers such amenities as the International Buffet, Eclipz Lounge, Shotz Sports Bar & Grill, Bistro 555, and a VIP lounge for players. Greektown Casino-Hotel opened its 400-room hotel tower in February 2009 and recently became the first Michigan casino to debut a smartphone application. For more information, visit greektowncasino.com.

About Duffey Petrosky

Duffey Petrosky is an award-winning, Michigan-based, full-service marketing communications agency where the definition of success is finding and implementing **the right answer** for clients. For the past 14 years, Duffey Petrosky has grown by attracting top-tier talent in every discipline (achieving an impressive 20% overall growth in 2010 alone). The agency has been listed on *Inc.* magazine's Inc. 5000 for 2009 and 2010 and was recently named one of the best places to work by both *Ad Age* and the *Detroit Free Press*. For more information visit www.duffeypetrosky.com.