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Greektown Casino-Hotel Posts Best April in Property's History, Gains Market Share

DETROIT — Greektown Casino-Hotel recorded its best April ever and increased market share as the property's improving financial performance continued, the casino announced today.

Greektown Casino-Hotel posted \$31.98 million in gaming revenues in April, up 11.9 percent from April 2009. The casino's market share increased to 26.9 percent. In the first quarter of 2010, Greektown Casino-Hotel recorded \$91.9 million in revenues, also a record high for the property.

The same factors that contributed to the casino's strong first quarter performance drove revenues in April, said Greektown Casino-Hotel CEO Cliff Vallier. Those factors included strong player comps and more aggressive targeted and TV marketing, along with an improving economy and long overdue property maintenance.

"We continue to be pleased with our improving performance," Vallier said. "Suffice it to say, our Team Members have been outstanding in their superior service to our guests, and our marketing efforts continue to create positive momentum. Obviously, we must continue to work harder and smarter to do even better in the future because there is still significant room for improvement."

Located at 555 E. Lafayette Boulevard in Detroit's Greektown Entertainment District, Greektown Casino-Hotel opened on Nov. 10, 2000. Readers of *The Detroit News* and *Detroit Free Press* have voted Greektown Casino-Hotel Michigan's and Detroit's "Best Casino" numerous times. Greektown Casino-Hotel offers such amenities as the International Buffet, the Eclipz Lounge and a VIP lounge for players.

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In addition to being named "Best Casino" by readers of *The News* and *Free Press*, Greentown Casino-Hotel also placed first in other categories in *The News*' reader survey, including "Best Slots," "Best Wait Staff Outfits," "Best Craps Tables," "Best Blackjack Tables," "Best High Rollers Area," "Best Casino Restaurant," and "Best Casino Entertainment."

Greentown Casino-Hotel opened its new 400-room hotel tower February 2009. For reservations and group events, call 877-GCH-5554 or visit www.greentowncasinohotel.com.

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