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Greektown Casino-Hotel Posts Best Month and Quarter in Property's History

DETROIT — Greektown Casino-Hotel recorded its best month ever in March and its best first quarter in history as the property's financial position continues to improve significantly, the casino announced today.

In addition, Greektown's hotel revenues more than doubled in the first quarter of 2010 compared to the same period last year.

Casino management attributed the stronger financial performance to the best comp program in the market, a new emphasis on listening to customers, the support of an aggressive television advertising campaign, the completion of long overdue property maintenance, and an improving overall economy.

"We are listening to our customers, we are offering the best comp program in the market, we have completed some property maintenance that was long overdue, and we launched an aggressive TV ad campaign," said Greektown Casino-Hotel CEO Cliff Vallier. "All of those actions, combined with the outstanding service provided by our Team Members, have contributed to stronger property performance."

Greektown Casino-Hotel posted $33.48 million in gaming revenues in March, up 9 percent from March 2009 and marking the best monthly revenue performance for the casino since its opening in November 2000. Total revenues (gaming, hotel, food and beverage) topped $36.7 million last month.

For the first quarter of 2010, Greektown Casino-Hotel recorded $91.9 million in revenues also a record high for the property.

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Greektown Casino-Hotel Management Board Member Jake Miklojcik said “the entire property is now working together, from the management board to the executive team to Team Members.”

“We also completed, for the first time really, a detailed analysis of the market, examining our strengths and weaknesses and responding appropriately,” Miklojcik said. “The results are apparent, and it really starts with respect and having the cleanest and friendliest facility in the market.”

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. In addition to being named “Best Casino” by readers of *The News* and *Free Press*, Greektown 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.”

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

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