



FOR IMMEDIATE RELEASE:

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**EL CORTEZ INTRODUCES NEW JACKIE'S CLUB CORTEZ
AND REVAMPED WEBSITE**

New Players' Club And Website For Downtown's Historic Property

LAS VEGAS – El Cortez Hotel & Casino introduces new players' club, Jackie's Club Cortez, and property website this June as the historic downtown property continues to complete \$20M worth of renovations. Jackie's Club Cortez allows players to be better rewarded for their loyalty and continues to provide generous cash back earnings available with the property's former players' club.

An additional feature of Jackie's Club Cortez is that players can view comp dollars and points earned on every machine reader. Comp dollars can be used conveniently at restaurants by presenting the club card and a picture ID.

The upgraded club's assigned membership levels determine an individual's rewards, discounts and benefits. Club levels include Cortez Emerald, Sapphire, Ruby and Diamond. New club cards are available beginning Monday, July 2 and will be distributed at the Jackie's Club Cortez booth. Membership levels are earned during 12-month periods, January 1 through December 31 and July 1 through June 30, to ensure no gaps in rewards. Membership levels are reassessed on January 1 and July 1. Visit Jackie's Club Cortez booth for additional information.

In addition to a new players' club for the property, El Cortez gave its website a fresh new look this month. Bizwala, a Las Vegas based web design company, is the creative force behind El Cortez's revamped site. The newly designed site offers visitors a retro-Vegas look in regard to its graphics and an easy-to-navigate site. Bizwala specializes in design, hosting, marketing and programming. For more information, visit www.bizwala.com.

About El Cortez Hotel & Casino

El Cortez Hotel & Casino, an anchor property in the soon-to-be developed Fremont East District, is located in historic downtown at 600 East Fremont Street. With 300 newly remodeled hotel rooms, El Cortez features full-pay single deck 21, 10x odds on craps, state-of-the-art roulette and over 1,000 slot machines. El Cortez is proudly affiliated with Michael Gaughan's South Point Sports Book. The *Las Vegas Review-Journal* voted El Cortez "Best Blackjack in Las Vegas" in 2007 and "Best Keno in Las Vegas" in 2005 and 2006. Dining options at El Cortez include: Kitty's Café, Roberta's Steakhouse, Chinese Kitchen Buffet and Express Breakfast Buffet. The property's other amenities include: Subway, Dreyer's Ice Cream Shop, Seattle's Best Coffee, El Cortez Gift Shop and full-service beauty and barber shops. The property recently spent over \$12 million on improvements and renovations. For more information, please call 1-800-634-670 or 702-385-5200, or visit www.elcortezhotelcasino.com.

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