



1111 Medical Center Boulevard
Suite N-201
Marrero, Louisiana 70072
504-349-6663

For Release: September 1, 2011

Contact: Jennifer Steel, Executive Director of the Hospital Foundation (504) 349-2051

2nd Floor Critical Care, Surgery Family Room at WJMC to be enhanced

Pinnacle Entertainment Foundation Donates \$50,000 to West Jefferson Medical Center

Jefferson, Louisiana (August 11, 2011) – At a presentation yesterday in Jefferson Parish Council Chambers, the Pinnacle Entertainment Foundation represented by Boomtown Casino New Orleans Vice President and General Manager Barry Regula, presented a check in the amount of \$50,000 to the West Jefferson Hospital Foundation and West Jefferson Medical Center for a Named Gift at the community hospital.

Following the check presentation, Councilman Elton Lagasse was joined by parish and hospital officials to thank Boomtown Casino New Orleans and parent company Pinnacle Entertainment for the Named Gift.

The Named Gift funds will benefit the West Jefferson Medical Center Surgery and Critical Care Courtesy Family Lounge. “Plans are for the special 2nd floor project to include upgrades in the area, a new physician consultation room for surgeons to meet with families, a computer center and improvements in the family lounge reserved for use by families of loved ones in the critical care unit and surgery suites,” WJMC CEO Nancy R. Cassagne said. “Each day for years to come, the special gift will add to the comfort of families using this area of the Medical Center.”

Local dignitaries recognized and commended the Pinnacle and Boomtown for its generosity to the West Jefferson Hospital Foundation, West Jefferson Medical Center and the community through its generous donation. The proclamation also recognized Boomtown team members for volunteering their time in the community and West Jefferson Medical Center’s 50th Anniversary celebrations to support the efforts of the hospital foundation such as the Care House. The Care House has provided nearly 600 nights of no-charge lodging for patients’ loved ones over the last year.

The donation cements an already strong partnership between the two organizations. As civic partners, Boomtown has provided space at its facility for the community outreach programs of the Medical Center; and hosted events at its West Bank property to raise funds and awareness for West Jefferson’s Community Cancer Program and to promote preventive health and heart disease awareness.

“It is such an honor to have Boomtown contribute to this project,” Dr. Frank Di Vincenti, Chairman of the Hospital Board of Directors, said on learning of the initiative and gift. “We know this community partner (Boomtown Casino) is committed to the success of our hospital and the care provided to those we serve. We are very thankful for this donation and extremely pleased to accept it.”

“Boomtown has found a great partner in West Jeff Medical Center and this Foundation Gift strongly

Foundation Board Members: [Garey Alimia, President](#); [Karen Wood Ward, Vice President](#); [Jack Stumpf, Secretary/Treasurer](#); [Jean Kass Connick](#); [Woody Oge](#); [Mike Vera](#); [Rudy Sampey](#)

demonstrates our commitment to the local community that Boomtown and West Jeff both serve," said Boomtown Casino Vice President and General Manager Barry Regula. He adds, "Our team members are proud to volunteer their time assisting those in need but we realize this funding is crucial to providing community aid as well; we are so proud to be a part of this important project."

Foundation President Garey Alimia joined hospital officials to acknowledge the community partner. "The West Jefferson Hospital Foundation greatly appreciates the generosity of the Pinnacle Entertainment Foundation," said Garey Alimia, President, West Jefferson Hospital Foundation. "Boomtown's management and team members have been very supportive of our Foundation's efforts to support the Medical Center's Mission."

Signage commemorating the Named Gift will be placed in the areas of the improvement project. It is anticipated that work on the family comfort project will begin this summer. A public ribbon-cutting will be held to unveil the project once complete in the fall.

West Jefferson Medical Center, a 451 bed community hospital located in Marrero, Louisiana, resides on a more than 20 acre sprawling campus just minutes from downtown New Orleans and at the heart of 'the West Bank'. Situated near vast industrial and maritime corridors, West Jefferson Medical Center serves area industry as well as the citizens of Jefferson Parish and surrounding region. Programs of distinction include West Jefferson Medical Center cardiovascular services including Stroke Care; a Community Cancer Program; orthopedics; neurosurgery and a Bariatric Center of Excellence. Recently Mission: Lifeline, a program of the American Heart Association, recognized WJMC with a Bronze Performance Achievement Award and the AHA also presented West Jefferson with Get With the Guidelines quality awards for stroke and heart failure.

About Boomtown New Orleans

Boomtown New Orleans, located on the West Bank of the Mississippi in New Orleans and approximately 15 minutes from the French Quarter, opened in 1994 and features a 30,000-square-foot casino with more than 1,500 slot machines and 34 table games, including a live poker room and high limit slots and tables. Boomtown New Orleans also offers approximately 1,700 parking spaces and features four casual and fine dining venues, a 350-seat nightclub entertainment venue and over 4,600-square-feet of meeting and conference space.

About Pinnacle Entertainment

Pinnacle Entertainment, Inc. owns and operates seven casinos, located in Louisiana, Missouri, Indiana and Nevada, and a racetrack in Ohio. The Company is also developing L'Auberge Casino & Hotel Baton Rouge, which is scheduled to open in the summer of 2012. In May 2011,

Pinnacle entered into an agreement to acquire a 26% ownership stake in Asian Coast Development Ltd. (ACDL), an international development and real estate company currently developing Vietnam's first large-scale integrated resort.

Pinnacle Entertainment, Inc. is publicly traded on the New York Stock Exchange under the ticker symbol PNK. To learn more about Pinnacle Entertainment, please visit www.pnkinc.com.

-30-

Foundation Board Members: [Garey Alimia, President](#); [Karen Wood Ward, Vice President](#); [Jack Stumpf, Secretary/Treasurer](#); [Jean Kass Connick](#); [Woody Oge](#); [Mike Vera](#); [Rudy Sampey](#)