



**FOR IMMEDIATE RELEASE**

**CONTACT**

Duane Brodt  
Coles Marketing Communications  
(317) 571-0051  
duane.brodt@colesmarketing.com

HIGH-RESOLUTION IMAGE ATTACHED

## **INDIANAPOLIS WOMAN WINS BIG: \$10,000 IN INDIANA LIVE! CASINO'S '\$50K BREAK THE BANK' PROMOTION**

SHELBYVILLE, Ind. (Wednesday, Nov. 12, 2008) – Deborah Robinson got the shock of her life earlier this week when she and sister Phyllis made a quick visit to Indiana Live! Casino.

The Indianapolis woman has frequented the Shelbyville casino since it opened in June and has won here and there. But on this trip, she walked away with \$10,000 as the first big winner of Indiana Live! Casino's "\$50K Break the Bank" promotion.

"I couldn't believe it and I didn't believe it at first, neither did my sister," Robinson said.

The "\$50K Break the Bank" promotion offers casino players a chance to win their share of \$50,000 through Nov. 30. Players who earn at least 25 slot points can swipe their Live Rewards Card at a casino kiosk and take a chance at winning \$10,000 cash. When players swipe their cards, they either win \$10,000 or gain one ticket to an end-of-promotion drawing where 35 lucky winners will share a \$10,000 prize.

By month's end, three others will join Robinson as \$10,000 cash winners in the promotion.

"I swiped my card and saw 'Congratulations. You have won \$10,000,'" she said. "I screamed for an attendant who confirmed that I was a winner."

Robinson and her sister enjoyed a celebration at the casino's Center Bar, where it was announced to the thousands of people inside that she was the promotion's first big winner. After filling out some paperwork, she was then escorted to the casino's teller.

"Only when I watched the teller count out all those \$100 bills, then I realized that I truly won," she said. Robinson elected to take her prize in cash rather than a check. "That's the most money I'd ever seen before. I was so happy."

Robinson's plans for her winnings?

"I don't really have any big plans, really," she said. "I'm retired. But \$10,000 in this day and age I'm sure will come in very handy. I have two grandchildren to spoil."

Indiana Live! Casino features more than 1,900 high-tech slot machines and electronic table game devices and an eatery catered by renowned chef Wolfgang Puck. In early 2009, the casino's permanent 233,000-square-foot facility will open adjacent to Indiana Downs and feature nationally renowned restaurants, bars and nightclubs. Indiana Live! Casino is open 24 hours a day, seven days a week year round. For more, visit [www.indianalivecasino.com](http://www.indianalivecasino.com).

# # #

**ABOUT INDIANA LIVE! CASINO**

Indiana Live! Casino is owned by Indiana Downs LLC. The project is being developed and managed by Baltimore, Md.-based developer The Cordish Company. The Cordish Company's Gaming Operations are headed by CEO and partner Dennis Gomes. For more, visit [www.indianalivecasino.com](http://www.indianalivecasino.com).

**ABOUT THE CORDISH COMPANY**

The Cordish Company ([www.cordish.com](http://www.cordish.com)), now in its fourth generation of family ownership, is a multi-billion dollar conglomerate including one of the leading real estate development companies in the United States. The company has diverse development expertise with divisions focused on Entertainment and Mixed-Use, Gaming and Lodging, Sports Anchored Districts, Shopping and Lifestyle Retail and Office and Residential. The Cordish Company also owns and manages a diverse group of operating businesses, ranging from gaming and leisure, restaurants and clubs, live music promotion and film and media distribution. The company values itself on the quality of its operations, its long-term relationships and high level of integrity in all of its endeavors. The Cordish Company is the largest and most successful developer of entertainment districts and concepts in the United States. In particular, the company has unparalleled experience in creating and revitalizing high-profile destinations in urban core locations. Many of the Cordish Company's projects involve public/private partnerships and are of unique significance to the cities in which they are located. Prime examples are the company's prominent role in the redevelopment of highly successful projects in Baltimore's world-famous Inner Harbor; Atlantic City, N.J.; Hollywood, Fla.; Charleston, S.C.; Houston, Texas; Louisville, Ky.; and Tampa, Fla. The company currently has over \$1 billion in construction focusing primarily on Sports Anchored Districts. The Cordish Company has received the highest possible national awards in its various areas of expertise. In real estate, The Cordish Company has received an unprecedented six Urban Land Institute Awards of Excellence.