



#### **CONTACT**

Pam Colbert  
Indiana Live! Casino  
(317) 421-8975  
[pam.colbert@indy-live.com](mailto:pam.colbert@indy-live.com)

## **\$1-Million Pro Football Challenge to kick off September 8**

SHELBYVILLE, Ind. (Friday, September 4, 2009) – Indiana Live! Casino will kick off a \$1-Million Pro Football Challenge on September 8 that will test the fortunes of fans who consider themselves gridiron greats.

Live! Rewards Club Members will be eligible to win \$1 Million if, at the end of the regular season, they pick the winner of at least 201 professional football games played on Sundays and Mondays. The contest concludes on January 4.

A \$2,500 weekly cash prize will be paid to the competitor picking the most winners. The runner-up each week will receive \$500 in Free Slot Play, which will also be awarded on a weekly basis to the third through 17<sup>th</sup>-place finishers.

And, you don't have to be a football expert to participate. Each week, the person who picks the fewest winners will receive a party for up to 25 guests at NASCAR® Sports Grille inside Indiana Live! Casino. Additional parties will be awarded to three competitors who conclude the season with the fewest number of winners. The competitors who pick the second- and third-fewest winners each week will receive \$50 in Free Slot Play.

The \$1-Million Pro Football Challenge will start on September 8, the same day that the all new "all-you-can-eat" Live! Market Buffet is unveiled. And if this is not enough, all new and existing Live! Rewards Club Members will be eligible for a one-time offer to receive a FREE Live! Market Buffet on us.

Located inside Indiana Live! Casino, the Live! Market Buffet will include more than 100 delicious menu items that guests previously enjoyed at the Live! Market, which was recently voted the "Best Buffet" in Indiana, by the *Southern Gaming and Destinations Magazine's* "Best of 2009" Readers' Choice Awards.

In its first year of operation, Indiana Live! Casino was also awarded top honors in five other casino categories by *Southern Gaming and Destinations Magazine*. The casino also finished first in the Best Slots, Best Customer Service, Best New Casino/Casino renovation, Best Racetrack/Racino and Best Advertising categories.

#### **ABOUT INDIANA LIVE! CASINO**

Indiana Live! Casino is central Indiana's premier entertainment destination. Located just 20 minutes from downtown Indianapolis on Interstate 74E, Exit 109 in Shelbyville, Ind., Indiana Live! Casino opened its 233,000-square-foot facility in March, offering approximately 2,000 of the most popular high-tech ticket-



in/ticket-out machines. Guests can enjoy a variety of themed reel and video slots offering denominations from a penny to \$100. Also, players can enjoy a wide selection of electronic table games, including blackjack, roulette and three-card poker. Additionally, the new Indiana Live! Casino features an expansive state-of-the art poker room offering the best in Texas Hold'em.

Complementing these unparalleled gaming experiences, Indiana Live! Casino also features six unique dining and entertainment venues under one roof, which offer all patrons the best in elegant and casual dining, vibrant nightlife, live entertainment and much more. Indiana Live! Casino is open 24 hours a day and seven days a week to visitors age 21 and older and is located adjacent to Indiana Downs race track, a 200-acre venue that conducts live racing and simulcasting for standardbreds, thoroughbreds and quarter horses throughout the year. For more, visit [www.indianalivecasino.com](http://www.indianalivecasino.com).

Indiana Live! Casino is owned by Indiana Downs LLC. The project is managed by Baltimore, Md.-based developer The Cordish Company. For more, visit [www.cordish.com](http://www.cordish.com).

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#### **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.