



SAN MANUEL INDIAN BINGO & CASINO RECOGNIZED FOR CREATIVE EXCELLENCE

San Manuel Indian Nation, Calif. – March 3, 2007 – The creative division of San Manuel Indian Bingo & Casino’s marketing department captured a total of 22 awards at the 2007 Inland Empire ADDY® Awards Dinner and Awards Presentation on March 2, 2007. These prestigious awards recognize creative excellence in the field of advertising.

San Manuel was the only Indian casino in the Inland Empire to take home awards. Honors included a Gold ADDY Award for *SportsWatch® Football TV – Cheesehead*, five Silver ADDY Awards for *SportsWatch® Football Radio – Cheesehead*, *20th Anniversary Gift Box*, *San Manuel Pow Wow T-Shirt*, *SportsWatch® Football TV – Rader*, and *SportsWatch® Football Photography*. San Manuel also received numerous Bronze Awards for a variety of projects.

San Manuel’s marketing department is headed by Marketing Director Jill Philbrook and Assistant Marketing Manager Art/Creative Andrew Phipps. The advertising team includes six graphic designers, a copywriter, and a production supervisor.

“It is so gratifying to know that the exemplary work produced by our in-house team is recognized as such within the industry,” said Jill Philbrook. “I am proud of our creative team and honored to lead such a talented group of people.”

Over the last three years, San Manuel’s marketing department has enjoyed a very successful run in local and district ADDY Award competition. Since 2005, its work has won 68 awards (11 for 2004, 35 for 2005, and 22 for 2006), a tally that outshines virtually every ad agency and in-house advertising department in the Inland Empire.

About San Manuel Indian Bingo and Casino

San Manuel Indian Bingo and Casino is Southern California’s one-stop destination for entertainment and fun. The casino is just 70 minutes from downtown Los Angeles and a short drive from the LA-Ontario International Airport. Guests enjoy 2,000 of the latest slots, live poker and Vegas-style blackjack, high-limit gaming, high-stakes bingo, incredible entertainment, sumptuous dining and a generous player’s reward program. Owned and operated by the San Manuel Band of Mission Indians, the casino has been providing fun and excitement since 1986. Since that time, players have received over \$2 billion in cash, prizes and giveaways, making any visit to San Manuel an exciting and memorable experience. For more information on San Manuel Indian Bingo and Casino, please visit their Web site at www.sanmanuel.com or call 800-359-2464.

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