

**FOR IMMEDIATE RELEASE**

April 14, 2005

**CONTACT**

Juergen Barbusca, manager of communications  
(702) 545-1004 or juergen.barbusca@cox.com

***L'Auberge du Lac Powers Guest Room Entertainment With the  
Cox Business Services' Hospitality Network Solution***

**HENDERSON, Nev.** – When the brand new *L'Auberge du Lac Hotel & Casino* debuts next month in Lake Charles, La., it will open with the latest in guest room entertainment technology powered by Cox Business Services' Hospitality Network solution.

“We are proud to be the guest room technology of choice for the new gaming hotels opening across the nation,” said David Blau, vice president and general manager of Cox Business Services in Las Vegas. “Resorts such as the *L'Auberge du Lac Hotel & Casino* continue to select our industry leading solution because we understand the unique needs of the gaming industry and can deliver a strong customer focused product.”

Cox Business Services' Hospitality Network technology will enable the resort's 743 guest rooms and suites with a full cable channel line-up and video-on-demand movies along with its award winning wired and wireless Internet services. It will also include the technology deployment of its wireless Internet services in the property's Meeting & Events Center as well as its brand new Hospitality Network Electronic Interactive Guestbook which provides guests with a virtual way to find out about the new resort's amenities and restaurants.

“We intend to make *L'Auberge* the most successful entertainment destination in the South,” said Sharon Wheeler, senior director of marketing. “A big part of that is keeping up with technology. The Hospitality Network product allows our guests to access the very latest in movies and cable television programming from the comfort of their rooms. This partnership with Cox Business Services also keeps us competitive in the business market, giving savvy travelers the option to access wired and wireless Internet services not only in their guest rooms, but while also attending meetings and seminars.”

*L'Auberge* will include 743 rooms and suites, a championship Tom Fazio golf course and a single-level dockside casino surrounded on three sides by the hotel, retail outlets and a luxurious spa. The 225-foot by 330-foot gaming vessel is the largest single-deck riverboat casino in the United States. *L'Auberge* is scheduled to open to the public the evening of May 26.

(Follow 1)

***L'Auberge du Lac* Selects Hospitality Network Solution, Page Two**

**About Pinnacle Entertainment**

Pinnacle Entertainment owns and operates casinos in Nevada, Mississippi, Louisiana, Indiana and Argentina, and receives lease income from two card club casinos, both in the Los Angeles metropolitan area. The Company is currently building a major casino resort in Lake Charles, Louisiana and has been selected for two casino development projects in the St. Louis, Missouri area. Each of these development projects is dependent upon final approval by the Louisiana Gaming Control Board and the Missouri Gaming Commission, respectively.

**About Cox Business Services**

Cox Business Services is a division of Atlanta-based Cox Communications, Inc., the nation's third largest cable broadband communications company. A full-service, facilities-based provider of communications solutions, Cox Business Services excels at helping businesses of all sizes generate greater efficiencies. The company offers high-speed Internet services and dedicated data and video transport services for home offices, small, medium and large-sized businesses, school districts and hospitality, government and military properties in 28 markets across the nation. For more information, visit [www.coxbusiness.com](http://www.coxbusiness.com).

Cox Business Services' Hospitality Network brand includes state-of-the-art video-on-demand, free-to-guest cable television, Internet-TV, and wired and wireless data solutions to more than 120,000 guest rooms in the world's largest gaming hotels and resorts. Among its customers are Pinnacle Entertainment's *L'Auberge du Lac*, MGM Mirage, Mandalay Resort Group, Caesars Entertainment, Station Casinos and Coast Casinos. The resorts span across the nation including Nevada, Atlantic City, and Biloxi, Miss.

###