

Boyd Gaming Begins Nationwide Roll-Out Of Penny Lane

Written by Australian Business



TV commercial from Boyd Gaming's new "Cool Abe" advertising campaign. Boyd Gaming began the nationwide roll-out of an all-new Penny Lane on Sunday, November 3.

LAS VEGAS, Nov. 4, 2013 /PRNewswire/ -- Boyd Gaming Corporation (**NYSE: BYD**) today announced the nationwide launch of an all-new Penny Lane

– a unique new gaming destination combining the latest penny slot titles with a wealth of bonus opportunities for players.

With the tagline, "More Bonuses, More Often," an enhanced Penny Lane premiered Sunday, November 3

, at Boyd Gaming's four Las Vegas Locals properties -- The Orleans Hotel and Casino, Gold Coast Hotel and Casino, Suncoast Hotel and Casino and Sam's Town Hotel and Gambling Hall.

And, for the first time,

Penny Lane

is now available five additional properties -- the California Hotel and Casino, Fremont Hotel and Casino and Main Street Station Casino Brewery and Hotel in downtown

Las Vegas

; Delta Downs Racetrack Casino Hotel in

Vinton, La.

; and Treasure Chest Casino in

Kenner, La.

"Since we first launched Penny Lane last year, our four Locals properties have become the

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place to play for anyone looking for the hottest new penny slot titles," said

Paul Chakmak

, Executive Vice President and Chief Operating Officer of Boyd Gaming. "Now, we're adding a new twist to our

Penny Lane

line-up -- an array of additional mini-bonus games, built right into players' favorite slots. We're giving players just what they've told us they want: More Bonuses, More Often."

The new bonus games will be in addition to the bonus rounds offered on many of the newest and most popular slot titles located within Penny Lane, giving players the chance to win slot play, B Connected credits, and other prizes.

To raise awareness of the new Penny Lane, Boyd Gaming is launching a nationwide marketing and advertising campaign featuring "Cool Abe," a modern take on the face on the penny. Aimed at promoting Penny Lane in a humorous and novel way, the Cool Abe campaign will feature television, print and online elements.

Pending regulatory approval, Penny Lane will be introduced in the coming weeks at five additional Boyd Gaming properties: Blue Chip Hotel Casino Spa in Michigan City, Ind.

; IP Casino Resort Spa in Biloxi, Miss.

; Par-A-Dice Hotel Casino in East Peoria, Ill.

; Sam's Town Hotel Casino in Shreveport, La.

; and Sam's Town Hotel and Gambling Hall in Tunica, Miss.

"Our goal is simple: To become the destination of choice for penny slot players across the country," Chakmak said. "If you're looking for a gaming experience like no other, Boyd Gaming's Penny Lane is the place to be."

For further information on Penny Lane, visit www.pennylaneslots.com or www.boydgaming.com.

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About Boyd Gaming Headquartered in Las Vegas, Boyd Gaming is a leading diversified owner and operator of 22 gaming entertainment properties located in Nevada

,
Illinois

,
Indiana

,
Iowa

,
Kansas

,
Louisiana

,
Mississippi

and

New Jersey

. Additional news and information on Boyd Gaming can be found at

www.boydgaming.com

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Video with caption: "TV commercial from Boyd Gaming's new "Cool Abe" advertising campaign. Boyd Gaming began the nationwide roll-out of an all-new Penny Lane on Sunday, November 3.

" Video available at:

<http://www.youtube.com/watch?v=VJAGOoyU6Ak>

Logo with caption: "Boyd Gaming logo." Logo available at: <http://photos.prnewswire.com/prnh/20030219/BOYDLOGO>

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