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ASPIRING FILMMAKERS CAN WIN \$12,000 CASH IN CASINO VIDEO CONTEST

Barona is First California Casino to Launch Integrated Online Viral Networking Campaign

(SAN DIEGO) April 6, 2009 – In a marketing first for a California casino, [Barona Resort & Casino](#) is launching an exciting new social networking campaign encouraging people from across the country to create a video that captures the magic of gambling. Called the [Barona Video Contest](#), Hollywood hopefuls have between now and May 29, 2009, to share stories about what they love about casinos – the sights, the sounds, the games and the thrill of winning. The creator of the highest rated video will win a total cash prize of \$5,000 while the finalists and even online voters will share a total of \$17,000 in additional cash prizes.

“Barona’s Video Contest is intended to open new doors of awareness for our property through a combination of online, social, viral, traditional and in-house media,” said Troy Simpson, senior vice president of innovation at Barona Resort & Casino. “While we have been integrating social media into our marketing for quite a while, this is our first major foray into the space. We are excited to tap new audiences and gain insight into the mind of our customers.”

The premise of the contest is easy: demonstrate, in up to two minutes, what you love most about casinos. Is it poker, blackjack, slot games, casino movies, gambling as a sport? Is it the thrill of winning? A casino promotion? The atmosphere? The food? The entertainment? Do you have a winning moment at Barona to share? Or, what do you love most about Barona Resort & Casino?

“In recent focus groups and research, we’ve discovered that our guests just love to share their experiences and opinions about Barona,” continued Simpson. “We thought this would be a great way for them to visually express what they love best and share their favorite gaming moments with the world. We expect that we’ll get some very creative entries!”

Videos can be uploaded at www.baronavideocontest.com and submissions will be accepted through May, 29, 2009. The top five finalists, selected by Barona judges, will be voted online from June 5 through June 25. The finalist to receive the most online votes will be announced live at Barona on June 26, 2009.

Official rules, conditions and the prize chart are available at www.baronavideocontest.com.

Ranked “Highest in Satisfaction in the Southern California Indian Gaming Experience” in the J.D. Power and Associates 2008 Southern California Indian Gaming Casino Satisfaction Study, Barona Resort & Casino blends the best of San Diego’s most elegant resorts with the gaming excitement of Las Vegas. Barona is San Diego’s leading destination resort featuring 400 luxury guest rooms and suites, nine award-winning dining options, the AmBience Day Spa, a full-service events center and the 18-hole championship Barona Creek Golf Club, rated the 3rd best resort course in California by *Golfweek* magazine. For current progressive amounts and Barona Resort & Casino reservations and information, visit www.barona.com, or call toll free 888-7-BARONA (722-7662).

Barona Resort & Casino received the highest numerical score among casinos with a minimum of 2,000 slot machines in the proprietary J.D. Power and Associates 2008 Southern California Indian Gaming Casino Satisfaction StudySM. Study based on 1,766 responses from gaming players who visited an Indian casino in Southern California between December 2007 and June 2008. Proprietary study results are based on experiences and perceptions of consumers surveyed in May-June 2008. Your experiences may vary. Visit jdpower.com.

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