

NEWS

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SAN MANUEL INDIAN BINGO & CASINO DEBUTS INTERACTIVE TV BINGO GAME IN LOS ANGELES

Casino That Asks Angelinos "How Far Is Fun?" Brings Fun to the Living Room Sofa

Los Angeles, CA— October 19, 2010 — [San Manuel Indian Bingo & Casino](#) is offering residents of the Los Angeles television market a chance to win \$500 by playing a simulated bingo game on television. The game awards at least one \$500 prize every Friday, and often more. Winners in Castaic, Fontana, Riverside, Los Alamitos, West Covina and Laguna Beach have already claimed prizes.

The game, called the San Manuel Indian Bingo & Casino Friday \$500, currently airs every Friday night through December 10th at approximately 7:28 p.m. PT in Los Angeles on KNBC (channel 4). The Friday night ad displays seven (7) animated bingo balls. Players who register at www.sanmanuel.com receive a weekly email with two (2) bingo cards. If the balls that "drop" during the Friday night ad create a bingo on one of the player's print-at-home bingo cards, he or she enters a validation code on the San Manuel website by 11:00 p.m. PT that evening to receive a \$500 cash prize.

"People love Bingo," said Steve Lengel, executive director of operations for San Manuel. "Adding a free, fun, easy-to-play bingo game to our TV advertising was a natural. It's a little bit of San Manuel on your sofa. And, by including great San Manuel offers for all of the participants, we make sure everyone feels like a winner."

While the game is free to play, it is only open to players who are 21 or older. The Friday \$500 game is not an actual bingo game, but rather an approximation of bingo that is more akin to familiar lottery scratch-off games or the free promotional games played at fast-food chains. Complete rules and odds are available at www.sanmanuel.com.

Note: Must be 21 to participate and/or enter Casino. Please gamble responsibly.

About San Manuel Indian Bingo and Casino

San Manuel Indian Bingo & Casino is Southern California's one-stop destination for entertainment and fun. The casino is just 67 minutes from downtown Los Angeles and a short drive from LA-Ontario International Airport. Guests enjoy 3,000 of the latest slots, live poker, 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. Follow us on Facebook: www.facebook.com/sanmanuelcasino and Twitter: www.twitter.com/sanmanuelcasino. For more information on San Manuel Indian Bingo & Casino, please visit our Web site at www.sanmanuel.com or call 800-359-2464.

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