

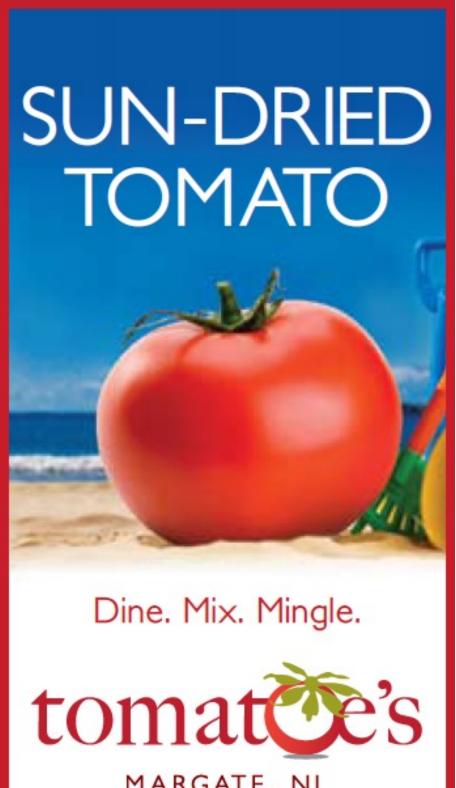
WHERE THE FIRST OF ITS KIND MEETS FOUR OF A KIND



The first, the best... the luckiest place in Las Vegas.







MARGATE, NJ

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THURSDAY, MAY 5

Join us for a Cinco De Mayo party to rival Tijuana's! Enjoy live entertainment, Mexican food and drink specials and more! Sponsored by Patrón.



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Dine. Mix. Mingle.



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STAY COOL DINE, MIX. MINGLE.



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WHERE THE
COME SWEEPING DOWN

THE PLAINS!



GOLD RIVER CASINO

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JUST 45 MINUTES FROM OKLAHOMA CITY IN ANADARKO

Double Down

- 1 Part Hot
- 1 Part Luck
- 1 Part Sexy

Garnish with Ace of Spades

BLACKJACK!





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I Don't Give A...

- 1 Part Attitude
- 1 Part Spunk
- 2 (or 3, maybe 4) Parts Scotch Splash of Party Rock Anthem

Blend well and BAM!





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HE KEYS TO THE CITY

WELCOME TO THE ALL-NEW DIAMOND CLUB

Welcome to a revolutionary new card program. A program that will let you use your points when you want, how you want, and where you want.

Need earrings? Use your points. Want to go bowling? Use your points. Need a new suit? Use your points. Refrigerator broke? Use your points.

The list of benefits goes on and on, and all it takes is your Diamond Club Card.



JOIN TODAY!

Please Print:
Name
Address
City/State/Zip
Home Phone
Work Phone
Today's Date
Date of Birth
E-Mail Address
Spouse Name
Anniversary Date
Spouses Date of Birth
Spouses Email Address
Employee Name_
Department

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DIAMOND JO

ONE CARD. ONE COMMUNITY.

Your Diamond Club Card is your ALL-ACCESS PASS to shopping within the Dubuaue community.

Here's How:

Unlike other player's clubs where points can only be redeemed at the casino – the new Diamond Club allows you to earn and redeem points both at the casino AND at any number of local retailers with strong ties to the Diamond Jo Community. Places such as Great Sounds Audio, Shamrock Jewelers, Ellis Appliance and Graham's Style Store For Men, to name a few.





SO, HOW DOES THIS WORK?

For example: Play slots with your Diamond Club Card. Earn points. Use them to buy a new LCDTV at Great Sounds Audio or buy a new suit at Graham's. Just remember to use your card when playing slots and table games and to show your card to participating partners when purchasing items outside of the Casino.

Let's not forget that you can use your points at all the Diamond Jo Casino's fabulous on-property amenities as well, including Woodfire Grille, Jo's Delicatessen, The Kitchen Buffet, Mojo's Sports Bar, Tree Bar, Mississippi Moon Bar, and Cherry Lanes.

THE DIAMOND CLUB CARD

To get the ball rolling, come in and sign up for your card. Then, anytime you play our slots or tables games, or purchase anything at one of our local partnering retail outlets, you accumulate Diamond Club points in your account.



SINGLE DIAMOND TIER • 0 TO 1,200 POINTS



DOUBLE DIAMOND TIER • 1,201 TO 40,000



TRIPLE DIAMOND TIER • 40,001 TO 60,000

Offers	Single	Double	Triple
Points for food		•	
Points for merchandise	•		
Eligible for Hofel Discounts			
Eligible for Point Partnership			
Local Merchant Real Deals*			
Hotel Discounts of Mirage			
Eligible for Rapid Rewards			
Buffet Discount		\$1	\$2
Bowling Discount		20%	30%
Eligible for Pre-Sale Show Tickets			
Eligible for Special Promotions			
Eligible for Special Giveaways			
Logo'd Merchandise Discount		10%	15%
Use of Party Room**		1	
Eligible for Special VIP Events	9		
Priority Service Line			
Personal Host			
Monthly Wine Card			\$25
Free Rooms at Mirage			

"Discounts of local marchants, "Triple Diamond Members walve room charge once a year. Rack Diamond Members. Rice party up to 25 ppi once a year."" Current Triple Diamond Members aligible for 1 month. ""Worn Advantised special.