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## **Golden Nugget Las Vegas partners with Professional Bull Riders World Finals competition**

**LAS VEGAS** – The Golden Nugget Hotel & Casino announced that it has signed a partnership with the Professional Bull Riders (PBR) Built Ford Tough World Finals presented by Wrangler, whose 2008 competition runs Oct. 31 through Nov. 9 at the University of Nevada Las Vegas’ Thomas and Mack Center.

In the agreement, Golden Nugget will be a host hotel for the PBR World Finals and will provide contestant accommodations and host rider meet and greets and official PBR events. It also will offer special PBR ticket and hotel packages.

“The Golden Nugget is extremely excited to announce our partnership with such a great event,” said Brett Kellerman, Chief Operating Officer for the legendary downtown property. “We have seen an increase in the number of Professional Bull Rider fans staying at the Golden Nugget during the annual World Finals, and this partnership will allow us more opportunities to cater to those PBR customers as the event continues to grow. It’s a perfect fit.”

As part of the agreement, the Golden Nugget will provide accommodations for contestants and alternates, host the Official Event Press Conference and the Official PBR VIP Draft Party, Oct. 30, as well as host the Official Rider Relief Fund Blackjack Tournament, including a rider meet and greet and autograph session, Nov. 5.

The Golden Nugget is going to do its part to make the 2008 PBR World Finals an incredible event,” said Kellerman. “This is sure to be a successful partnership for many years to come.”

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For more information or to reserve your room and ticket package today, please visit the Golden Nugget online at [www.goldennugget.com/specials/pbr.asp](http://www.goldennugget.com/specials/pbr.asp). For more information on the PBR, visit their website at [www.pbrnow.com](http://www.pbrnow.com).

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#### **ABOUT GOLDEN NUGGET LAS VEGAS**

Winner of the AAA Four Diamond Award since 1977, the Golden Nugget Las Vegas is the most luxurious resort on the Fremont Street Experience, and consistently receives critical acclaim for exceeding customer expectations. The Golden Nugget offers more than 1,900 deluxe guest rooms and suites; a high-energy casino featuring the most popular slot and video poker machines, table games, race and sports book and poker room; nightly entertainment; world-class restaurants; luxury spa and salon and The Tank, a year-round outdoor swimming pool complete with a live shark aquarium. In September 2005, Landry's Restaurants, Inc. purchased the Golden Nugget hotels and casinos in Las Vegas and Laughlin, Nev., and embarked on a 14-month, \$100 million renovation project, which was completed November 2006. In December 2007, the Golden Nugget completed its \$60 million Phase II project, which expanded the resort west onto First Street and introduced additional entertainment, event and dining venues. Hotel reservations and additional information are available by calling 800-634-3454, or by booking online at [www.goldennugget.com](http://www.goldennugget.com).

#### **ABOUT PROFESSIONAL BULL RIDERS**

More than 100 million viewers tune in each year to the PBR on FOX, NBC, ESPN, VERSUS and on a host of foreign networks across the globe. With approximately 400 hours of prime time programming annually PBR ranks among the most prolific sports on air, in addition to attracting over one and one half million live event attendees each year with its multi-tiered event structure which includes the marquee Built Ford Tough Series presented by Wrangler, the Copenhagen Bull Riding Challenger Tour, the Enterprise Rent-A-Car Tour, and the Discovery Tour, designed specifically for entry level contestants. The PBR is headquartered in Pueblo, Colo., and has over 1,200 PBR bull riders compete in more than 300 PBR sanctioned competitions in the United States, Australia, Brazil, Canada and Mexico.