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Sept. 27, 2010

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FOR IMMEDIATE RELEASE

GOLDEN NUGGET REVS UP FOR BIKEFEST™ 2010

LAS VEGAS – The Golden Nugget will welcome thousands of motorcycle enthusiasts to Fremont Street Sept. 30 – Oct. 3 for the 10th Anniversary of the Las Vegas BikeFest™ 2010.

The hotel and casino will be giving away a new 2011 Harley-Davidson motorcycle, sponsored by the Red Rock Harley-Davidson dealership on Oct. 2. The drawing will be held at 9:15 p.m. Saturday night on the Fremont Street Experience First Street stage, and riders must be present to win.

One lucky winner will have the choice between three Harley styles - a 2011 Road King Classic®, Softail Deluxe® or a Street Glide®, all of which will be on display at the Golden Nugget during the rally. Entries may be earned the following ways:

- One (1) ticket for every ten (10) 24 Karat Club points earned
- One (1) ticket for every \$1,200 and above hand-paid jackpot
- One (1) ticket for hitting a blackjack
- One (1) ticket for any winning \$5 and above proposition dice bet
- One (1) ticket for every \$100 and above table games buy-in
- One (1) ticket for any \$20 and above Race & Sports parlay bet
- One (1) ticket for every flush or better in Texas Hold'em
- One (1) ticket for any 21 multi-game or above keno ticket
- One (1) ticket for each Las Vegas Bikefest registrant
- One (1) ticket for each Bikefest Poker Walk registrant
- One (1) ticket for signing up for a new 24 Karat Club membership

All entries may be earned only until 8 p.m. on Saturday, Oct. 2 and must be deposited in the drawing drum by 8:45 p.m. the same evening. Complete rules available at the 24 Karat Booth inside the Golden Nugget.

In addition to participating as one of the proud sponsors of the Las Vegas BikeFest™, the Golden Nugget is also one of the stops on the Poker Walk being held from 10 a.m. – 1 p.m. on Friday, Oct. 1. The hotel is located right in the heart of the action on Fremont Street, less than a mile from the BikeFest™ Vendor Village at Cashman Center.

Guests looking for more excitement can head over to Gold Diggers where the club will be hosting a sexy bikini contest. Visitors can view and judge their favorite contestants on Friday, Oct. 1 and Saturday, Oct. 2 starting at 11 p.m. For more information on the Golden Nugget and Las Vegas BikeFest™ events, visit their website at www.goldennugget.com. For more information on BikeFest™, visit www.lasvegasbikefest.com.

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ABOUT GOLDEN NUGGET LAS VEGAS

Winner of the AAA Four Diamond Award consecutively 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 now offers more than 2,400 deluxe guestrooms 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 with master impressionist and comedian Gordie Brown and live concert event Country Superstars Tribute, world-class restaurants such as Grotto Italian Ristorante and Vic & Anthony's Steakhouse; a luxury spa and salon; and The Tank, a year-round outdoor swimming pool complete with a 200,000-gallon, live shark aquarium and the new H2O poolside lounge. Since 2005, the Golden Nugget Las Vegas has made more than \$300 million in upgrades, renovations and expansions under Landry's Inc, introducing first-class accommodations, exquisite dining options and fun-filled entertainment venues. In late 2009, the Golden Nugget Las Vegas unveiled its newest addition, Rush Tower. This \$150-million hotel tower added nearly 500 new guestrooms and suites to the property, brought Las Vegas its first Chart House restaurant and introduced a beautiful new pool with The Hideout, as well as expanded the gaming and entertainment options at the luxury resort. Hotel reservations and additional information are available by calling 800-634-3454 or by visiting online at www.goldennugget.com.