

**Contact:**

Alanna Markey  
Account Executive  
InnoVision  
(619) 356-3020  
[alannam@innovisionnow.com](mailto:alannam@innovisionnow.com)

FOR IMMEDIATE RELEASE

**First Dungeons & Dragons® Casino Slot Machines in the Country Launched**

*With Slot Promotion at Valley View Casino & Hotel on Tuesday, July 22*

**(Valley Center, CA) – July 21, 2014** – With the exciting debut of the all-new Dungeons & Dragons® slot machines by Konami Gaming, Inc., Valley View Casino & Hotel will be the first casino in the country to bring these innovative new slots to the public. In conjunction with the exclusive launch of these unique slots that feature entertaining games based on the preeminent fantasy Dungeons & Dragons franchise, Valley View Casino & Hotel will also be hosting a promotion to celebrate the unveiling.

The Dungeons & Dragons® themed slot machines by Konami were first revealed at the Southern Gaming Summit and National Indian Gaming Association tradeshow this May to rave reviews from excited gamers and industry professionals alike. The machine stands tall with iconic dragons perched on top and mystical runes adorning the sides, providing a fun and immersive fantasy-themed slot experience for both new gamers and lovers of classic Dungeons & Dragons®. The Southern California public will be the first in the United States to enjoy the thrill of this revolutionary new machine with Valley View Casino & Hotel opening the first machines. To celebrate the occasion, guests 21 and over are invited to participate in a one-of-a-kind Dungeons & Dragons® slot promotion on July 22.

“We are always striving to offer the newest and greatest selection of slot machines for our valued guests. With our partnership with Konami, we have been given this wonderful opportunity to bring all the thrills of Dungeons & Dragons® to our loyal guests before any other casino,” said Randy Reedy, Vice President of Slot Operations at Valley View Casino & Hotel. “We also award points faster than any other casino so while experiencing the all-new machine, our Players Club members are also earning more rewards.”

On Tuesday, July 22 guests will be invited to share in this public launch event, pose for a photo in the unique world of Dungeons & Dragons® and play the all-new games, Enchanted Riches™ and Conquests & Treasures™. As part of their initiative to be “Your Only Casino”, Valley View Casino & Hotel continually offers exclusive events, opportunities and perks for the public, but the key to maximizing these rewards is using the Valley View Casino Players Club card. Signing up is quick, simple and free, plus new Players Club members are eligible for instant cash rewards of \$25 to \$100. With cash rewards starting at just 50 points, there has never been a better time to join the club. Plus, the same offer applies for guests who haven’t yet visited the remodeled and upgraded casino in 2014.

For more information on Valley View Casino & Hotel, please visit [ValleyViewCasino.com](http://ValleyViewCasino.com) and like them on Facebook.

**About Valley View Casino & Hotel**

Valley View Casino & Hotel, Southern California's premier gaming destination, combines the thrill of San Diego's only Certified Loose slots and all of your favorite table games with beautifully appointed hotel rooms, six outstanding restaurants and unparalleled guest service. The recently-upgraded casino features 2,000 Certified Loose slot machines and 21 exciting table games including blackjack, roulette, baccarat, pai gow poker and more, plus California's most rewarding Players Club and the Certified Largest Non-Smoking Casino Area in California. Exceptional dining options at Valley View Casino & Hotel include the expanded Maine Lobster Buffet, now with over 550 seats and less wait time; the award-winning Black&Blue Steakhouse and Lounge featuring a spectacular 3,300 gallon saltwater aquarium for guests to admire; BLD's Café; Sweets pastry and coffee shop; Stix Asian noodle bar; and Snax 24-hour snack shop. With three bars and entertainment nightly, there's always something fun going on at Valley View Casino & Hotel. To extend your fun, the luxury boutique hotel features 12 Luxury Suites (1,000 sq. ft.) and 96 Deluxe Rooms (500 sq. ft.), all with breathtaking views of the Palomar mountain range along with free internet, free valet service and a complimentary VIP breakfast. Plus, the casino known around Southern California as San Diego's Favorite® does not charge any resort fees or parking charges, making it a true Vegas experience at a great value. All guests 21 or over are invited to enjoy the casino, hotel and restaurants. Valley View Casino & Hotel casino is located just 15 miles northeast of Westfield North County Mall, just east of Oceanside and south of Temecula. For more information about Valley View Casino & Hotel or to book a reservation please visit [ValleyViewCasino.com](http://ValleyViewCasino.com) or call 760-291-5500.

#### **About Konami Gaming, Inc.**

Konami Gaming, Inc. is a Las Vegas-based subsidiary of KONAMI CORPORATION (NYSE: KNM). The company is a leading designer and manufacturer of slot machines and casino management systems for the global gaming market. For more information about Konami Gaming, Inc. or the SYNKROS gaming enterprise management system, please visit [www.konamigaming.com](http://www.konamigaming.com).

#### **About Hasbro, Inc.**

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com). © 2014, Hasbro, Inc.

#### **About Wizards of the Coast**

Wizards of the Coast LLC, a subsidiary of Hasbro, Inc. (NASDAQ:HAS), is the leader in entertaining the lifestyle gamer. Wizards' players and fans are members of a global community bound together by their love of both digital gaming and in-person play. The company brings to market a range of gaming experiences under powerful brand names such as MAGIC: THE GATHERING, DUNGEONS & DRAGONS, and KAIJUDO. Wizards is also a publisher of fantasy series fiction with numerous New York Times best-

sellers. For more information about our world renowned brands, visit the Wizards of the Coast Web site at [www.wizards.com](http://www.wizards.com).