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VALLEY VIEW CASINO & HOTEL BECOMES FIRST CASINO TO OFFER RICHER ROULETTE

SAN DIEGO – NOVEMBER 9, 2015 – A brand new version of roulette is being introduced in California and will make its debut at Valley View Casino & Hotel on Tuesday, November 24th. Richer Roulette is an innovative version of the traditional game of roulette while also offering an exciting new side bet with 300 to 1 odds. It satisfies California State Regulation, while keeping the traditional style layout and odds of roulette exactly the same as all casino guests experience in Las Vegas. The new Richer Roulette game is played with two traditional roulette wheels spinning in opposite directions with the outside wheel containing 38 cards in their respective pockets. After all bets are placed, both wheels are spun by the dealer and the winning card is revealed by a marker in the place where the two wheels stop spinning.

This new casino game will launch exclusively at Valley View Casino & Hotel in Valley Center, California where their guests will be the first in the country to be invited to play and experience it for themselves. The game was created to bring the same Las Vegas roulette experience to California guests while ensuring that all California Gaming requirements are met.

Valley View Casino & Hotel was chosen as the first casino in California to unveil the game because of the great reputation and prestige the Valley Center casino holds. “We are delighted to be working with Valley View Casino & Hotel on the launch of our brand new game. We believe Richer Roulette will bring new guests to California casinos because of the look and feel of the game, which is very similar to traditional roulette with some very innovative touches, but without the need for a ball,” said Richar Fitoussi, President and Founder of Richer Roulette. “We are extremely proud to be working with the management team at Valley View Casino, who have been a phenomenal partner while offering us a platform to launch Richer Roulette in California.”

With the patented mechanics of two cylinders including inner and outer rings, situated on one spindle, the game is composed of a device that is capable of identifying a single pocket on one cylinder, using a fixed marker on the other cylinder. Richer Roulette spins in both directions to create randomization of the device. The game is played with 38 individual cards as the marker points to a card facing down when it lands. Once the winning outcome has been identified, the card is removed from the pocket and is revealed as the winning number.

“We are thrilled to introduce Richer Roulette on our casino floor to all California casino guests. We look forward to offering our guests an all-new gaming experience. This partnership with Richar, a former gaming executive at Caesars Palace in Las Vegas and his team has offered us a tremendous opportunity to be the first in the country to offer this new version of roulette and we can’t wait to see all of the excitement it will bring to our casino floor,” said Bruce Howard, General Manager of Valley View Casino & Hotel.

As the roulette ball is not permissible in California, the game features a revolutionary device with spinning cylinders and cards inside of it in place of the ball. It is modeled after the classic way to play roulette with the same layout and same numbers. Richer Roulette includes double zero configuration, a traditional style layout, no special dealer training required, and an extensive range of color finishes, turret, pocket and veneer choices.

“On behalf of our Table Games team, we are extremely proud and privileged to be the first casino in California to launch Richer Roulette to the California Gaming public. For our team it is always about offering a first-class guest experience and this new version of the most exciting game on the casino floor is the perfect addition to our wide variety of casino offerings,” said Mike Tansley, Vice President of Marketing and Hotel Operations at Valley View Casino & Hotel.

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 casino features 2,000 Certified Loose slot machines and exciting table games including blackjack, roulette, pai gow poker and more.

Guests can also enjoy 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 with 550 seats; 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, coffee and sandwich 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 is located just 15 miles northeast of Westfield North County Mall, just east of Escondido and south of Temecula. For more information about Valley View Casino & Hotel or to book a reservation, please visit ValleyViewCasino.com or call 760-291-5500.

Notes on Richer Roulette:

- Unique feature that is played with cards instead of the ball
- Still highlights traditional way to play roulette as far as the table and numbers
- Roulette ball is not permissible in California
- What richer roulette does is spins in both directions to create randomness of device
- Outer cylinder has a marker on it, representative of the ball
- Marker points to a card facing down and when the marker lands
- 38 total. 0 and double zero card. Spinning device.
- Richar and Roger, game inventor. Founder and president of Richer Roulette.
- California players come to Nevada to play
- This will give the same roulette experience to navigate around the requirements.
- Still random, approved, gives out the same outcome
- Satisfies the CA game requirement, first casino to launch.
- Picked VVCH because they have a relationship.