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Full House Resorts Announces Name Change for Grand Victoria Casino

LAS VEGAS--(BUSINESS WIRE)-- Full House Resorts (NYSE Amex US: FLL) announced today that the Grand Victoria Casino in Rising Sun, Indiana, will change its name to Rising Star Casino Resort effective Friday, August 19, 2011.

“The renaming of this great property completes the first phase of our acquisition plan and we look forward to working with our associates at Rising Star Casino Resort to bring a more exciting and fun gaming experience to the tri-state region,” said Andre Hilliou, Chairman and Chief Executive Officer of Full House Resorts.

“We took the name change very seriously and looked at many possible names, with focus groups conducted to ask our customers which name they preferred,” added Steve Jimenez, General Manager of Rising Star Casino Resort. “We selected Rising Star Casino Resort because it was the first choice of our customers and we felt it represented our strong link to the community of Rising Sun, Indiana. The new name and logo also reflects a more vibrant brand image consistent with Full House Resorts’ commitment to provide more fun, more excitement and more entertainment for their customers and coincides with the same warm, friendly, customer service that our employees have always provided.”

New and improved entertainment options will become the “norm” with free entertainment in both the Pavilion and the Pub, including classic hit bands, magicians and greeters. More entertainment and more excitement will continue with star headline entertainers, including country superstar LeAnn Rimes on Saturday, August 20th and Marie Osmond on Saturday, August 27th (also scheduled in the near future are The Pointer Sisters and Tony Orlando).

The name change will become official Friday, August 19th with a ribbon cutting ceremony and celebration at 4pm in the Pavilion. The Pavilion extravaganza includes a talented group of international Cirque artists which will feature graceful aerialists, daring high wire walkers, amazing acrobats and expert jugglers. Shows will be performed all weekend from 3:30 to 8:30pm on Friday and Saturday and 1-5pm on Sunday. Free live entertainment continues in the Pavilion from some of the best party bands like Vigor – with Cincy Rockers taking over in the Pub at 9pm.

The ribbon will be cut at 4pm by Mr. Hilliou, Mr. Jimenez and the Mayor of Rising Sun, Indiana, the honorable William Marksberry. Many other local dignitaries and officials will be in attendance and the public is encouraged to attend.

About Full House Resorts, Inc.

Full House owns, develops and manages gaming facilities. The Company has a

management agreement with the Nottawaseppi Huron Band of Potawatomi Indians for FireKeepers Casino in Battle Creek, Michigan with approximately 2,763 gaming devices, 67 table games and a 120-seat poker room. The FireKeepers Development Authority recently announced the development of a 242-room resort-style hotel including a special events center, a full service restaurant and an expanded bingo facility. For further information, go to www.FireKeepersCasino.com. In addition, Full House owns the Rising Star Casino Resort in Rising Sun, Indiana. The Rising Star Riverboat Casino has 40,000 square feet of gaming space with almost 1,300 slot and video poker machines and 37 table games. The property includes a 201-room hotel with spa, pool, meeting space and a pavilion with five food and beverage outlets, including a fine dining restaurant, buffet, sports bar, quick service restaurant and coffee shop and a large, multi-purpose Grand Theater for concerts and performance events as well as meetings and conventions. The 300-acre grounds also contain an 18-hole Scottish links golf course with full-service clubhouse. The property is conveniently located within driving distance of Indianapolis, Indiana and Cincinnati, Ohio and near Lexington and Louisville, Kentucky. For more information on the Rising Star, please visit www.RisingStarCasino.com. The Company also owns the Stockman's Casino in Fallon, Nevada which has 8,400 square feet of gaming space with approximately 260 gaming machines, four table games and a keno game. The casino has a bar, a fine dining restaurant and a coffee shop. For more information, please visit www.StockmansCasino.com. Full House receives a guaranteed fee, through termination of the agreement in August 2011, from the Harrington Raceway and Casino at the Delaware State Fairgrounds in Harrington, Delaware. Harrington Raceway and Casino has a total of approximately 1,800 gaming devices, 40 table games, 10 poker tables, a 450-seat buffet, a fine dining restaurant, a 50-seat diner, a sports book and an entertainment lounge. For more information, go to www.harringtonraceway.com.

The Company also recently announced a management agreement with the Pueblo of Pojoaque to manage the operations of the Buffalo Thunder Casino and Resort in Santa Fe, New Mexico along with the Pueblo's Cities of Gold and Sports Bar casino facilities. The Company will receive a base fee of \$100,000 per month plus a success fee based on achieving certain financial targets. The Company's management and related agreements will be submitted to the National Indian Gaming Commission (NIGC) and remain conditioned on their approval. The Company has also entered into a five-year lease agreement for the Grand Lodge Casino at Hyatt Regency Lake Tahoe Resort, Spa and Casino in Incline Village, Nevada on the north shore of Lake Tahoe, as well as an agreement to acquire the operating assets and certain liabilities related to the Grand Lodge Casino, conditioned on approval by the Nevada Gaming Control Board and Nevada Gaming Commission.

Further information about Full House Resorts can be viewed on its website at www.fullhouseresorsts.com.

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