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Media Contact:
Kevin Lewis | Mortar
415.772.9907 ext. 134
kevin@mortarpr.com

COAST CASINOS BETS ON MORTAR TO BRING IN LAS VEGAS LOCALS

New Advertising Campaign Targets Hometown Vegas

San Francisco Calif. and Las Vegas, Nev. (February 11, 2008) — Mortar, the San Francisco-based integrated communications group, introduced a new advertising campaign for Boyd Gaming's Coast Casinos: Sam's Town, the Gold Coast, the Orleans and the Suncoast. The new program debuted the week of January 21, reminding local gamblers that "Knowing where to play is as important as knowing how."

See examples of Mortar's work [here](#).

About Mortar

Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>

About Coast Casinos

Boyd Gaming Corporation's (NYSE: BYD) Coast Casinos consists of Sam's Town, the Gold Coast, the Orleans and the Suncoast. These casinos are part of Boyd's 18 gaming entertainment properties located in Nevada, New Jersey, Mississippi, Illinois, Indiana, and Louisiana. Additional news and information on Coast Casinos and Boyd Gaming can be found at <http://www.boydgaming.com>.

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