

FOR IMMEDIATE RELEASE
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**PALM BEACH PRINCESS CASINO SOLIDIFIES POSITION AS PREFERRED
CASINO IN PALM BEACH COUNTY**

Company welcomes Sun Cruz players with promotion

**Plans to aggressively market and promote its product, while taking steps to
improve player experience**

RIVIERA BEACH, FL , Sept. 28 – *Palm Beach Princess Casino*, Palm Beach County’s longtime favorite gaming and entertainment cruise experience, is launching a major marketing, advertising and promotional campaign as a competing vessel has decided to leave the Palm Beach market.

“We learned today that SunCruz has permanently discontinued its cruise operations from Port of Palm Beach after eight months of sailings,” said Francis X. Murray, CEO for Palm Beach Casino Line, the operating company of *Palm Beach Princess Casino*. “Sun Cruz’s decision clearly indicates that its product was unable to compete in a market that has repeatedly shown its preference for the full-service, high-quality experience offered by *Palm Beach Princess Casino*, a luxury vessel.”

Murray added, “We look forward to welcoming those guests displaced by Sun Cruz’s decision. Through October 15, anyone turning in their Sun Cruz Player’s Club Card, and joining our free Captain’s Club (if not currently a member), will sail and eat for \$5.00 Lunch and \$6.00 Dinner.”

Palm Beach Princess Casino has solidified its position in the market. Murray said, "As the sole operator at the Port of Palm Beach, we will now be in a better position to improve the gaming and hospitality experience for a greater number of guests. Many public areas of the vessel will be improved while in dry dock in the next sixty days. In November, *Palm Beach Princess Casino* will kick-off a series of promotions, including the giveaway of a new automobile to a lucky guest." Murray added, "We gave away \$25,000 Cash on Labor Day and received an enthusiastic response from our players. Going forward, we will make efforts to ensure the *Palm Beach Princess Casino* provides an even more enjoyable and exciting gaming entertainment experience for our players.

Palm Beach Princess Casino's slot machines have always been set to a generous and competitive payout rate. Murray commented, "Recently many slot machines on *Palm Beach Princess Casino* were further loosened to provide even more chances to win. We want more guests to win more frequently."

Palm Beach Princess Casino has always been known for providing a high-value, low cost gaming, entertainment and food experience. Recently, *Palm Beach Princess Casino* reduced its weekday pricing, and a guest can now sail and eat for \$10.00 (lunch) and \$12.00 (dinner). Said Murray, " *Palm Beach Princess Casino* offers the best combined dining and entertainment experience in Palm Beach County. More than two million people have visited this decade, appreciating the high quality offerings that have become synonymous with *Palm Beach Princess Casino*." By joining our free Players Club, our guests can enjoy a high quality buffet and all the exciting entertainment *Palm Beach Princess Casino* offers for only \$10 for lunch and \$12 for dinner."

About Palm Beach Casino Line

Palm Beach Casino Line has operated *Palm Beach Princess Casino* from the Port of Palm Beach since 1998. The Company offers twice daily, five hour coastal gaming, entertainment and dining cruises on its 420 foot *Palm Beach Princess* vessel. *Palm Beach Princess Casino* carries 250,000 guest annually, solidifying its position as a leading Palm Beach County attraction. The business has consistently generated over \$50 Million annually in economic impact to the community. The Palm Beach Princess Casino has consistently generated approximately 20% of the Port of Palm Beach's annual revenues.

WEBSITE: www.palmbeachprincess.com

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