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COMMERCE CASINO LAUNCHES REGION'S MOST COMPREHENSIVE "PLAYER'S REWARD CARD"

Card Holders Accrue Points for Playing Time at the Tables and May Redeem Them at Spa, Hotel, Restaurants, Gift & Jewelry Shop & Concerts

COMMERCE, CA (June 28, 2010) – Commerce Casino is expanding its "Player's Reward Card" program that gives participants rewards for every minute they spend at the tables—points that can be redeemed for food, massages, hotel rooms, spa treatments, jewelry, clothing, gifts and even some of the hottest concert performances in the Southland.

"We are very fortunate to have a growing and loyal patronage and we wanted to thank our players for their commitment," said John Griffio, Director of Casino Development. "This allows us to reward them with points that are the equivalent of cash if used on the casino property or with Live Nation, our concert partner. We're getting great feedback from players on this program since they win by just playing."



Players can use their points for any of the food and beverage facilities on the property including the elegant Stakes Restaurant, back massages at the table; spa services at The Spa at Commerce Casino; for rooms at the Crowne Plaza Hotel; in the Gift Shop; at Solitaire Jewelry, and at the Moisselle clothiers.

An exciting feature of the Commerce Casino Player Card is "Concert Cash" which allows card holders to exchange points for vouchers good toward a discount or full purchase of tickets to Live Nation Concerts or in the Live Nation merchandise store. A sampling of Live Nation concerts upcoming in the Southern California area include Jimmy Buffet, John Mayer, Tom Petty and the Heartbreakers, U2, Shakira, American Idol and the Vans Warped Tour.

There is no cost for a Commerce Casino Player's Reward Card, and individuals may register at the Casino Services desk inside the front door of the casino. Playing time points can be accrued with any of the casino games from poker to EZ Baccarat. Special promotions for point holders include entry into designated free roll tournaments in whatever game where they accrue a certain level of points.

For more information, go to www.CommerceCasino.com or call (323) 721-2100

About Commerce Casino

Commerce Casino, the largest poker casino in the world, has more than 240 tables featuring table games from baccarat, pai gow poker and blackjack to every form of poker: Texas Hold'em, 7-Card Stud, Omaha, Lowball, Pot Limit, Mexican Poker, Pineapple, Draw, Low-Ball and many others. Commerce Casino is also recognized for its innovative "Bring Your Home Game to Commerce" program enabling poker fans to invite friends/family for a casual home game, bachelor party or birthday celebration with a professional dealer in a casino setting. Horseracing fans can also find the Commerce Casino Racebook a great setting for off track betting. Commerce Casino is located at 6131 East Telegraph Rd., Commerce, CA 90040, just off the Santa Ana (5) Freeway at the Washington Blvd. exit. For more information, go to CommerceCasino.com or call 323.721.2100

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**Editor's Note: 300 DPI Downloadable Photos available on the media section of
www.CommerceCasino.com**