

Contact:

Mike Esperanza
Senior Account Executive
InnoVision Marketing Group
(619) 356-3020
Mike@teaminnovision.com

FOR IMMEDIATE RELEASE

VALLEY VIEW CASINO & HOTEL SIGNS MULTI-YEAR AGREEMENT WITH HUMPHREYS CONCERTS BY THE BAY

SAN DIEGO – October 16, 2018 – Valley View Casino & Hotel has partnered with Humphreys Concerts by the Bay to bring an experience like never before to their guests. Offering world-class entertainment along the bay, the five-year partnership with the iconic venue goes hand in hand with their \$50 million casino and dining expansion and renovation, scheduled for completion in the summer of 2019.

Valley View Casino & Hotel will be heightening their brand to create an even more personalized, upscale and unique experience for their guests. The upcoming expansion will bring numerous improvements to their entire casino floor, taking the guest experience to a whole new level of gaming fun, excitement and winning by adding new sophisticated casino, dining and entertainment options in a more comfortable, spacious, well-appointed casino. The completion of the \$50 million expansion and renovation is set for July 2019. The casino, restaurants and hotel will remain open with little or no interruption to their business throughout the expansion.

“After meeting with their entire team, we knew that we could not have chosen a better partner,” said Bruce Howard, General Manager of Valley View Casino & Hotel, “Humphreys Concerts by the Bay is an iconic venue for unparalleled entertainment in San Diego. Our guests should really love this unique, one-of-a-kind entertainment experience, enjoying first class artists performing in a beautiful open-air setting.”

With the partnership, Humphreys is looking to provide an exceptional concert experience like no other. The intimate waterfront setting is unique to the concert industry and attracts world-renowned entertainers who enjoy the venue as much as the guests. The atmosphere of swaying palm trees, twinkling lights of the boats in the marina, and beverage service right at your seats all create a very special evening. In addition to the concerts themselves, dinner and hotel packages are also available to take the guest experience to an even higher level.

“Humphreys is very selective when seeking sponsor partners for our concert series,” said Bobbi Brieske, Vice President of Humphreys Concerts by the Bay. “In Valley View Casino & Hotel, we have found a partner that stands out among their competitors, enjoys a great reputation in the San Diego community and shares our values of being a good San Diego citizen and providing top quality entertainment and service to our guests.”

About Valley View Casino & Hotel

Valley View Casino & Hotel, Southern California’s premier gaming destination, combines the thrill of all your favorite slots and table games with beautifully appointed hotel rooms, six outstanding restaurants

and unparalleled guest service. The casino features 2,000 slot machines, exciting table games including blackjack, roulette, pai gow poker and more, as well as the most rewarding Players Club around, which is always free to join.

Guests can enjoy the spacious Main Casino, a large and private High Limit Slot Area, an innovative slot tournament area, additional amenities and more. For gamers that prefer a non-smoking experience, the separate Non-Smoking Casino features a state-of-the-art air filtration system and over 500 slot machines to choose from, a separate Players Club, the casino's Promotions Area, a tournament area and more, all in a completely smoke-free environment.

Exceptional dining options at Valley View Casino & Hotel include the iconic Maine lobster Buffet; 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 unique bars and free live entertainment every week, there's always something 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.

Valley View Casino & Hotel has once again been named #1 Loosest Slots Casino, #1 Best Promotions and #1 Best Slot Tournaments in the Southern California Gaming Guide's 2018 Reader's Choice Best Casino Awards. Their world-famous Maine Lobster Buffet, offered every night, and their world-class Black&Blue Steakhouse continue to win many critically-acclaimed awards as well. With millions of dollars in jackpots awarded every month, Valley View Casino & Hotel has solidified its reputation as San Diego's luckiest casino for both slot and table game players.

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. Valley View Casino & Hotel is an enterprise of the San Pasqual Band of Mission Indians. All guests 21 and over are invited to enjoy the casino, hotel and restaurants. Valley View Casino & Hotel is located just 15 minutes 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.