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Island View Insider Players Club takes membership to a new level with tiered statuses and 'benefits that pay'

GULFPORT, Miss. (Dec. 24) – The start of the New Year will bring the start of an exciting new program for Island View Casino Resort’s Insider Players Club members. Marketing officials at the Gulfport resort announced today that the players club will feature four tiers for participating players, each with exponentially increasing benefits and rewards, beginning Jan. 1, 2013.

The new tiers will include the Island View Insider, the Island View Insider Plus, the Island View Insider Ultimate and The V Card. Members are eligible to advance in the tier system through play and will receive a card reflecting the level of his or her Insider Players Club current status.

Players can qualify for advancement in the tiered program during a 12 month period in which credits can be earned through slot and table play. For every slot point earned, a player will receive one tier credit; for every hour of table play with a \$10 average bet, a player will receive tier 30 credits. Members can increase their status in the tiered program by earning 2,000 credits for the Insider Plus card, 7,500 points for the Insider Ultimate card and 75,000 for The V Card.

Tier credit balances can be viewed at IslandViewInsider.com, at any casino kiosk or by visiting the players club booth. Current point balances and earning rates will not change.

In addition to the longstanding player perks of the Island View Insider Players Club, benefits of each new status level include bonus promotional and tournament payouts; guaranteed monthly point multipliers; rewards for tier advancement and annual renewal; early entry to tournaments; invitations to exclusive tier events; accelerated entry earning for promotions; free entry into buy-ins to tournaments; special monthly offers; discounts at the Gift Shop, Windance Country Club, scooter rentals and pool cabanas; free monthly food offers; free in-room movies and more.

Most notable, the program guarantees a rare approach to transparency so that players are clearly informed on benefits earned. As well, the Insider is the only players club on the Mississippi Gulf Coast that pays, in the form of Slot View Play, for achieving specific levels and participating in special activities. (Click [here](#) for more details on the club and its benefits.)

“Our new tiered players club program is built on the concept ‘benefits that pay,’ so we worked hard to ensure we created the kind of value-based level rewards, including increased payouts, that our players told us they want.” said James Guay, director of marketing for Island View.

“This new program allows us to give substantial perks to all our players club members, but it also gives us the opportunity to reward our loyal guests in new and better ways.”

About Island View Casino Resort:

Island View Casino Resort opened on Sept. 18, 2006 as the only casino in Gulfport, Miss. The land-based casino, located on 40 acres of waterfront property, currently offers an 80,000-plus-square-foot casino with approximately 1,850 slots and 49 table games. The 520,000-square-foot resort also features a 562-room hotel with a tropical pool and cabanas; Carter Green Steakhouse, the resort’s signature restaurant; C&G Grille, offering contemporary, casual dining; The Buffet, a 400-seat restaurant; The Coffee Shop, an upscale deli; and the Sunset Bar. Island View Casino Resort is privately held by Rick Carter and Terry Green, two Gulfport natives and longtime casino executives committed to the post-Hurricane Katrina rebuilding efforts of the Mississippi Gulf Coast.