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## **Island View Casino Resort unveils Island View Insider - first of its kind online payer portal in the Southern gaming market**

GULFPORT, Miss. (Sept 25, 2010) – Island View Casino Resort recently opened a new portal to player perks with the Island View Insider – an exclusive online website found at [www.islandviewinsider.com](http://www.islandviewinsider.com).

The site, which is the first of its kind for a gaming company in the Southern region, is a virtual version of the Island View Players Club and an online host. Club members who have signed up for the free Island View Insider can check Slot View Play and promotional balances and winning histories; receive exclusive website offers as well as player offers before they are mailed; read related articles and find recipes; receive invitations to member-only events and special promotions; and view and update account information.

As well, the Island View Insider offers deals that are outside the Gulfport casino with special local merchant discounts. These offers, which will change periodically, currently include \$500 off a new car from Butch Oustalet auto dealerships on the Coast and Champion Chrysler Dodge in Gulfport, 10 free wings from Hooters restaurants in Gulfport and Biloxi, up to \$500 off a purchase at Pav & Broome Diamond Jewelers, and many more.

“Island View Insider is setting a new standard for player relations in the region, with our new online site where players can connect with us and we can connect with them,” said Wade West, director of marketing for Island View Casino Resort. “This innovative web portal gives our players control – they can manage their accounts, choose from promotional offers and receive their awards days before the offers arrive in their mailboxes.”

West continued, “One of the more unique aspects is our Island View Insider merchant program. Through partnerships with local businesses, we are able to give Island View Insider members these exclusive offers. It’s an excellent opportunity for us to cross promote within the community while rewarding our guests who are local as well as those who visit the Coast as tourists.”

### **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 1,900 slots and 47 table games. The 520,000-square-foot resort also features a 562-room hotel, 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 View Bar – an entertainment lounge. 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. [www.islandviewcasino.com](http://www.islandviewcasino.com).