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FOR IMMEDIATE RELEASE

**RENO'S SIENA HOTEL SPA CASINO ANNOUNCES OPERATING CHANGES
Casino Floor Temporarily Closed But Hotel and Resort Operations Continue
During Repositioning**

October 8, 2010 (Reno, NV) - Siena Hotel Spa Casino ("Siena" or the "Property"), a proud member of Reno's hospitality community since 2001, is announcing its intention to make a number of operational changes to enhance its positioning in the Reno market and continue the consensual discussions with various stakeholders in the context of the pending Chapter 11 bankruptcy case involving the Property's ownership entities. To that end, the entities that control Siena have engaged Innovation Capital, LLC, an investment banking firm focused on the gaming, leisure and hospitality industries, as exclusive financial advisor to assist it in its restructuring discussions with creditors and to pursue various strategic alternatives including securing short-term financing.

In order to focus on reorganization activities and explore strategic and operational alternatives, Siena has taken the short-term step of closing its gaming floor to customers. Siena intends, however, to continue providing uninterrupted services to its valued customers in its hotel, restaurants, spa and meeting facilities.

Siena continues to offer a quality boutique resort experience and reaffirms its commitment to its customers, employees and the local community.

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