

# Isle of Capri Casinos, Inc.

Creve Coeur, MO

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## **FOR IMMEDIATE RELEASE**

### **Jim Perry of Capri Casino is retiring.**

**Creve Coeur:** Isle of Capri Casinos Chairman and Chief of Executive Officer Jim Perry announced his retirement. Jim Perry Joined Isle of Capri Casinos Inc. as a member of the board of directors in 2007. He was then named Vice Chairman and Chief Executive officer in 2008 and by 2009 he named Chairman of the Board. Jim Perry was Chairman for one of the most seasoned companies in the regional gaming entertainment industry.

#### **About Jim Perry**

Jim Perry held leadership roles with Trump Entertainment Resorts, Inc. and Argosy Gaming Company prior to joining Isle of Capri Casinos. In October 2000, Jim was named CEO of the Year at the Gaming Industry Annual Awards, and Argosy received top honors as Company of the Year. Jim relocated to Atlantic City to serve as controller for the Tropicana Hotel and Casino in 1980. Jim held a variety of positions of increasing responsibility with the company, and was appointed president and general manager of the Tropicana in September 1992, serving as chief operating officer for Aztar Corporation's largest property. He retired from Argosy in 2003, then joined the board of directors of Trump Entertainment Resorts in 2005, and subsequently assumed the position of Chief Executive Officer for the Atlantic City-based company. He left Trump in June, 2007, and joined the board of Isle of Capri shortly thereafter.

#### **Background**

Isle of Capri Casinos, Inc. is one of the most seasoned companies in the regional gaming entertainment industry. Isle was the first developer to enter the burgeoning Mississippi market in 1992. Isle has a seasoned management team who have designed and implemented a strategic business plan to increase value, through strong fiscal discipline and targeted operating strategies. The company seeks to improve the balance sheet, increase financial flexibility and instill a value-added approach to capital spending. Isle is trying to execute fundamentals while trimming expenses and implementing technologies to gain efficiencies in our operations. The company will be introducing a new See. Say. Smile. program which focuses on three basic behaviors when employees interact with a customer -- making eye contact, extending a warm greeting and offering a friendly smile.

The company's co-founder Bernard Goldstein was known as the father of riverboat gaming since he owned the first riverboat casino on the Mississippi River. Isle spent \$400 million in a multi-part deal to acquire the Lady Luck chain of casinos in 2000.

### **About Virginia McDowell**

Virginia McDowell will be promoted from her current position as President and Chief Operating Officer. Virginia has served as president and chief of operating officer for Isle of Capri Casinos Inc. since July 2007. Before that she served as executive vice president and chief information officer for Trump Entertainment Resorts Inc. Her proven leadership experience in both regional and destination markets are coupled with success in the areas of operations, information technology, business development, and marketing, including sales, corporate communications and branding. She is the founding board chair and president of Gilda's Club in St. Louis, where she received the agency's award for her contribution to the cancer community. She has also served as a member of the Conference Advisory Board for the Global Gaming Expo, as well as a speaker and session moderator. Virginia was named *Casino Journal's* 2009 Executive of the Year. Virginia was selected as one of *Global Gaming Business'* 25 People to Watch in 2008 and was also named one of *Casino Enterprise Management* magazine's 2007

Great Women of Gaming. She was also selected as one of Atlantic City's 10 Power Brokers by *Casino Connection* magazine in 2006. Virginia also has been the recipient of the 2008 Winning Women Regional Economic Development Award.

### **About Frank Moke**

As Chairman and Chief Executive Officer, Virginia McDowell will be appointing Frank Moke as the company's executive vice president of promotions and strategic communication as her first act. This will be his first experience working outside the New Jersey gaming market. Moke has a reputation for being an innovative marketer. Frank Moke has worked in the gaming industry for more than 30 years mostly in Atlantic City, New Jersey. He has worked previously for Caesar's World Resort as a vice president of communication. His extensive background includes cutting edge experience in social media and digital marketing.

The company's portfolio has expanded to 15 casinos operating under five brands in six states plus the Bahamas. Isle is implementing new human resources programs to reward the team for implementing and executing the operating plan, from general managers to line employees.

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