

TULALIP RESORT CASINO TO BE HONORED BY HSMIAI WITH BRONZE AWARD IN ANNUAL ADRIAN AWARDS COMPETITION

PSA Campaign Raising Awareness of Violence against Native American Women Recognized

TULALIP, Wash. (January 20, 2010) – Tulalip Resort Casino, a AAA Four Diamond resort destination located 40 minutes north of Seattle, will be recognized by the Hospitality Sales & Marketing Association International (HSMIAI) with a Bronze Adrian Award for public relations excellence. The resort's winning entry was submitted for consideration in the 53rd annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally.

Tulalip Resort Casino is being honored for its response to a situation that involved a series of highly offensive and derogatory comments regarding Native American women made by a former morning drive-time personality on a Seattle radio station. In response to outraged tribal members who were listeners of the show, leaders of the Tulalip Tribes and Tulalip Resort Casino addressed the issue with the local radio station through the use of public relations. As a result of action taken, two 30-second public service announcements (PSAs), along with a one-hour community affairs program to raise awareness about abusive behavior against Native American women were developed. The PSAs aired 400 times on the radio station and its website and the community affairs program aired on the radio station as well as its local sister radio station. In addition, the radio station manager made an on-air apology, suspended the former radio personality and provided the morning show staff with sensitivity training.

"We are very pleased to be recognized with a prestigious HSMIAI Adrian Award," said Kenneth Kettler, COO of Tulalip Resort Casino. "It's important to us to protect the traditions and culture of Native Americans and we value the acknowledgment that the award represents."

HSMIAI will pay tribute to Tulalip Resort Casino during the 20th annual HSMIAI Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives, on Feb. 1, 2010 at the New York Marriott Marquis. In addition to celebrating Tulalip Resort Casino's award-winning work, the Gala honors lifetime achievement and the "Top 25 Most Extraordinary Minds in Sales and Marketing." This year's contest attracted nearly 1,100 entries from around the world, with entries judged by top executives from all sectors of the industry. All winning entries will be accessible in the Adrian Awards Winners Gallery online following the gala at www.adrianawards.com.

For more information about Tulalip Resort Casino, visit www.TulalipResort.com.

About Tulalip Resort Casino

With the opening of its new luxury hotel, Tulalip Resort Casino has become the largest and most distinctive meeting, gaming, entertainment and shopping destination in Washington State. What began with a bingo hall established by the Tulalip Tribes in 1983, has evolved into a world-class resort destination which includes: the region's "#1 Place for Fun" Tulalip Casino with 192,000 square feet of gaming; six dining

venues headlined by the exceptional Tulalip Bay Restaurant; the intimate Canoes Cabaret; the 3,000-seat Tulalip Amphitheatre, a leading entertainment venue; and Seattle Premium Outlets, featuring more than 110 name brand retail discount outlets. The crown jewel of Tulalip Resort Casino is its new luxury hotel featuring 370 guestrooms and suites, as well as premier meeting, convention and wedding space, and an elegant, 14,000 square foot, full-service spa. Surrounded by the Cascade Mountains and Puget Sound, Tulalip Resort Casino is situated on 83 acres within the municipality of Quil Ceda Village on the Tulalip Indian Reservation. Tulalip Resort Casino is conveniently located between Seattle and Vancouver, B.C. just off Interstate-5 at exit 200 and is an enterprise of the Tulalip Tribes. For reservations please call (866) 716-7162 or visit www.tulalipresort.com.

About HSMAI

HSMAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing Meetings®. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 1760 Old meadow Road, Suite 500, McLean, Va. 22102; (703) 506-3280; fax (703) 506-3266, or visit the website at www.hsmmai.org. Join our social networking communities on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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Media Contacts: Sarah Biggerstaff / Danielle Zarrella
Richmond Public Relations / (206) 682-6979
sarahb@richmondpr.com / daniellez@richmondpr.com