

Release Date: October 22, 2001

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Girvin, Inc. Wins Ameristar Casino Account

Selected to bring the personality of Old St. Charles to life in casino expansion

SEATTLE — Girvin, Inc. announced today that it will provide a variety of creative services for Ameristar Casinos, Inc.'s St. Charles Casino in St. Charles, MO. Girvin will theme, name and design environmental elements for the shops and restaurants in the casino's streetscape.

"We chose to work with Girvin because they have smart and talented designers who create first-class work," said Paul Eagleton, vice president of marketing for Ameristar Casinos.

The identity package design being created for several Ameristar restaurants, consists of signage, logos and menus, and revolves around a historical streetscape reminiscent of St. Charles' past.

"Girvin has a long history of successful design for the entertainment industry and we look forward to delivering our promise of creative intelligence for Ameristar's St. Charles Casino," said Tim Girvin, principal, Girvin, Inc.

Ameristar Casinos, Inc. is an innovative, Las Vegas-based gaming company known for its distinctive, quality conscious hotel casinos, and value orientation. Led by President and Chief Executive Officer Craig H. Neilsen, the organization's roots go back nearly five decades to a tiny roadside casino located in the high plateau country that borders Idaho and Nevada. Publicly held since November 1993, the corporation owns and operates six properties in Nevada, Missouri, Iowa and Mississippi, two of which carry the prestigious American Automobile Association's Four Diamond designation. Ameristar's Common Stock is traded on the NASDAQ National Market System under the symbol: ASCA.

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Girvin is a strategic branding and design firm dedicated to increasing the value of clients' brands. It is one of the most successful communications consulting firms on the West Coast. Girvin's specialties include brand strategy, naming, graphic design, Internet strategy, Web development, digital media and film and video production for diverse consumer markets throughout the United States, South America, Europe, China and Japan.

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