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**Innovation Capital Advises on \$180 Million
Sale of Jumer's Casino & Hotel**



We are pleased to announce that The Rock Island Boatworks, Inc. (the "Company" or "Jumer's"), which owns and operates the Jumer's Casino & Hotel (the "Property") located in Rock Island, Illinois, has entered into a definitive purchase agreement with an affiliate of Delaware North Companies ("Delaware North") on August 31, 2010, for the sale of the assets of the Company for \$180 million (the "Transaction"). Consummation of the Transaction will be subject to Delaware North receiving the necessary licensing approval by the Illinois Gaming Board.

Innovation Capital, LLC ("Innovation Capital") was retained by the Company as exclusive financial advisor to evaluate strategic alternatives to maximize value for its shareholders (the "Jumer Family"), including a potential recapitalization or sale of the Company. Innovation Capital presented a variety of strategic alternatives available to the Company and the implications of each alternative to the owners. Once the decision to sell the Company was made by the Jumer Family, Innovation Capital ran a highly competitive and structured, three-stage sale process designed to maximize value and minimize risk to the Company.

Ron Wicks, President and CEO of Jumer's, commented, "Innovation Capital's advice and execution on the sale process resulted in a premium valuation for the Jumer Family, and value creation that exceeded the expectations of all parties involved. This landmark Transaction further validates the outstanding casino product envisioned and built by the Jumer Family." Wicks continued, "The Jumer Family is pleased to have been introduced to Delaware North Companies, a recognized leader in the regional gaming industry and a global leader in hospitality, as a result of the process established by Innovation Capital."

Matt Sodl, Managing Director of Innovation Capital, added, "I know I speak for everyone at our firm when I say we are very appreciative of the opportunity the Jumer Family has given us over the past five years to advise the Company on multiple transactions. Prior to this Transaction, Innovation Capital raised \$126 million to finance the construction of the Property in 2007 and has provided additional financial advisory services to the Company since its initial engagement in December of 2005."

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Professionals

Matt Sodl
Managing Director,
President
and Partner

msodl@innovation-capital.com

Kevin Scheible
Director
kscheible@innovation-capital.com

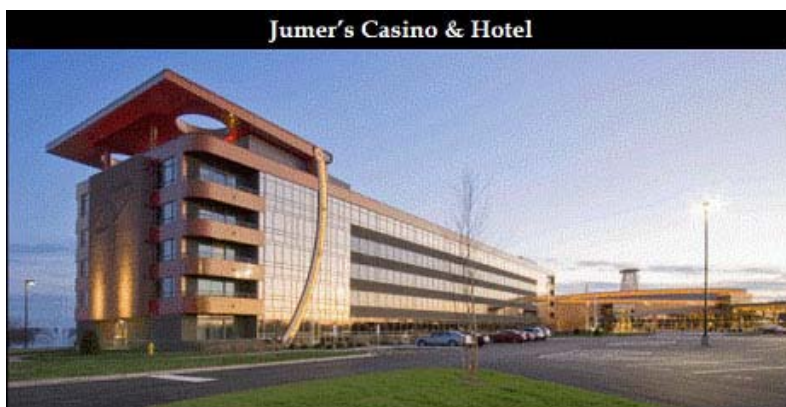
Alex Wang
Associate
awang@innovation-capital.com

Michael Hilcove
Analyst
mhilcove@innovation-capital.com



Jumer's began operation in Rock Island, Illinois in March, 1992 at the foot of the 18th Street in downtown Rock Island. It was one of the first riverboat casino operations in Illinois. It operated as Jumer's Casino Rock Island from March of 1992 until the operation moved to its current location at the intersection of I-280 and Highway 92 in Rock Island in December, 2008. Jumer's constructed a new casino/hotel complex and renamed the operation, Jumer's Casino & Hotel. The Property features a Las Vegas style casino with a art-moderne design. The casino offers over 1,100 slot machines and 24 table games, as well as a live poker room, high limit slot area and a VIP Lounge. Amenities include a 205 room hotel with an indoor pool and fitness center, salon and day spa, events center, a sports bar in the center of the casino floor, four restaurants, a nightclub and a patio with a firepit overlooking a lake. For more information, visit www.Jumerscri.com.

Delaware North Companies is one of the world's leading hospitality and food service companies. Its family of companies includes Delaware North Companies Parks & Resorts, Delaware North Companies Gaming & Entertainment, Delaware North Companies Travel Hospitality Services, Delaware North Companies Sportservice, Delaware North Companies International and Delaware North Companies Boston, owner of TD Garden. Delaware North Companies is one of the largest and most admired privately held companies in the world with revenues exceeding \$2 billion annually and 50,000 associates serving half a billion customers in the United States, Canada, the United Kingdom, Australia and New Zealand. Delaware North owns and operates several gaming and entertainment venues in New York, Florida, Arkansas and West Virginia. In addition, its Gaming Hospitality Group provides hospitality and food service at the Choctaw Casino Resort in Oklahoma. For more information, visit www.DelawareNorth.com.



For more information about this transaction, please contact:

Matt Sodl
Managing Director
(310) 335-9191
msodl@innovation-capital.com

Kevin Scheible
Director
(310) 335-9907
kscheible@innovation-capital.com

About Innovation Capital, LLC

Innovation Capital is a leading boutique investment bank dedicated to representing mid-market clients in the gaming, leisure and hospitality industries. Innovation Capital provides comprehensive advisory services in the areas of mergers and acquisitions, corporate finance, financial restructuring and valuations/fairness opinions to companies in the \$20 million to \$500 million value range. Since its inception in 2004, Innovation Capital has advised on transactions aggregating over \$2.7 billion.

For more information about Innovation Capital, LLC, please visit www.innovation-capital.com.

For more information about our affiliates, please visit www.innovationgroupofcompanies.com.

Member: FINRA/SIPC



Partners

Steven M. Rittvo

Partner

srittvo@theinnovationgroup.com

Stephen J. Szapor, Jr.

Partner

szapor@theinnovationgroup.com

Michael Soll

Partner

msoll@theinnovationgroup.com

Paul Girvan

Partner

pgirvan@theinnovationgroup.com