



For Immediate Release

ROCK GAMING NAMES CONSTRUCTION CONTRACTING DIVERSITY CONSULTANTS FOR CASINO PROJECTS IN OHIO

Cincinnati and Cleveland Firms to Help Casino Developer Meet, Exceed 20 Percent Inclusion Goal

December 21, 2010 (Cincinnati and Cleveland, Ohio) – With a strong commitment to economic inclusion, the developers of the Cincinnati and Cleveland casino developments have selected two construction contracting diversity consultants to help it meet a minimum 20 percent construction inclusion goal for each project. The Greater Cincinnati/Northern Kentucky African American Chamber of Commerce (AACC) and Cleveland-based Minority Business Solutions (MBS), have been retained by Rock Gaming LLC to engage local construction companies in the projects. AACC and MBS will focus their efforts with Minority- and Women-owned Business Enterprises (MBE & WBE), Disadvantaged Business Enterprises (DBE), Small Business Enterprises (SBE), and EDGE (Encouraging Diversity, Growth and Equity) certified businesses.

“One thing these cities have in common is an inconsistent history of economic inclusion in major construction projects,” said Rock Gaming Principal Matt Cullen. “We’ve engaged MBS and the African American Chamber to help advance this issue for our project. In the near term, these private developments offer significant opportunity for local construction companies of all shapes and sizes to participate in a large-scale project. Work on these projects will strengthen company portfolios and workers alike to better prepare them to bid on major projects in the future.”

The consultants are expected to provide three primary services in conjunction with the developers and general contractors during the casino construction phase:

- **Outreach** to identify, educate, communicate with and engage construction-related companies in the bid process. To date, both the AACC and MBS have served as a resource to the developers in this capacity.
- **Certification assistance** and counseling to companies who are in process or considering applying for MBE, WBE, DBE, SBE or EDGE certification;
- **Monitoring and reporting** worksite inclusion activity to the developers.

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MBS promotes prosperity by advocating, educating and assisting minority businesses. The firm has performed similar duties for other successful Cleveland projects including the ongoing Cuyahoga Community College capital construction projects and University Hospitals Systems expansion. President Arlene Anderson said, “We are excited to help enhance discipline, commitment and accountability for this monumental Cleveland development, and highlight the small and minority businesses that have the experience and capacity to participate – but are often overlooked – for these types of projects.”

AACC is Southwest Ohio’s premier minority business association with nearly 300 small businesses and corporate members. It holds local and statewide strategic partnerships with communities and corporations to foster a competitive climate for minority businesses to participate in the regional economy. “Our partnership with the casino development team will yield strong inclusion outcomes and business growth for our community. We look forward to working with all community leaders and organizations, including the Cincinnati NAACP, to ensure this project reaches its full potential,” said Sean Rugless, AACC president.

“We applaud the decision to enlist diversity consultants in the casino development, which will increase business opportunities for all disadvantaged businesses,” Christopher Smitherman, Cincinnati NAACP president added.

“We’re honored to prepare local businesses for this work while helping the developers meet their commitment to make the casino development a pristine example of how inclusion can be achieved in our community,” said Jim Clingman, NAACP executive committee member.

This fall, Rock announced the selection of its Cincinnati construction team which includes MBE firms D.A.G. Construction Co. Inc., Jostin Construction and TriVersity Construction Group. These companies will work with General Contractor Messer Construction Co.

Rock plans to name the Cleveland casino design and construction teams in the near future, who will help the developer continue to assess the viability of opening a Phase 1 Cleveland casino in the former Higbee department store building. A decision to move forward with Phase 1 is expected in the next 60 days.

Rock will begin formal outreach to businesses who wish to supply the operation of the casinos approximately 90 to 120 days before each casino opening.

About Rock Gaming LLC

Rock Gaming is a Midwest-based gaming partnership formed with an initial focus to develop first-class casinos in two of Ohio’s largest cities, Cincinnati and Cleveland, as well as to explore other potential gaming opportunities. Dan Gilbert, a principal of Rock Gaming, is also chairman and founder of Quicken Loans, Inc., the country’s largest online retail mortgage lender, as well as the majority owner of the NBA’s Cleveland Cavaliers and the American Hockey League’s (AHL) Lake Erie Monsters; both teams play at the Quicken Loans Arena in downtown Cleveland.

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