PRESS RELEASE

FIREKEEPERS
CASINO • HOTEL
BATTLE CREEK

FireKeepersCasinoHotel.com

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FIREKEEPERS CASINO HOTEL TO CELEBRATE MAJOR EXPANSION GRAND OPENING ON AUGUST 16 WITH NIK WALLENDA, THE "KING OF THE HIGHWIRE" SET TO PERFORM AERIAL TIGHT ROPE WALK ACROSS THE TOP OF THE 8-STORY HOTEL TOWERS

(Battle Creek, Mich.) July 19, 2021 — FireKeepers Casino Hotel is excited to partner with Nik Wallenda, world renowned daredevil of the legendary performing family, the Great Wallendas, to celebrate the Grand Opening of the property's major expansion, which features a 203-room hotel tower plus new high limit gaming space, a new location for the property's signature Nibi restaurant, and new Lobby Bar. Wallenda will walk a high wire from FireKeepers' existing tower to the new tower, a span of more than 400 feet - nearly 200 feet above ground!

This is an iconic event for the casino, its tribal owners, the Nottawaseppi Huron Band of the Potawatomi, the city of Battle Creek and the State of Michigan. Spectators are encouraged to attend this free event. FireKeepers will begin the opening ceremonies at 5 p.m. on Aug. 16, with Nik Wallenda's walk at approximately 5:45 p.m. Details for remote viewing will be announced via FireKeepers website and social media channels soon.

"We are thrilled to welcome Nik Wallenda to FireKeepers, and can think of no better way to signify our moving forward than with his aerial adventure across our towers," state FireKeepers Casino Hotel CEO, Kathy George. "We look forward to welcoming guests to watch this awesome feat, and to experience the new expansion!"

With 11 Guiness World Records and a list of never before seen death defying feats, Nik Wallenda has written his name in history as truly the "King of the High Wire". Wallenda has performed live in every state in the USA and all over the world. He has garnered the support from tens of millions of live viewers worldwide in network television specials on ABC, The Discovery Channel and others. From being the first person to cross the Grand Canyon, Niagara Falls, and Times Square, to walking blindfolded between two towers in Chicago, Wallenda's latest television special on ABC was a walk over an active volcano in Nicaragua.

Wallenda personifies the Wallenda Family legacy of "Never Giving Up" and has time and time again proven that "Fear is a Liar". Wallenda's latest initiative is his book, "Facing Fear" focuses on how most of us will never walk a tightrope, but we face things that scare us every day. Whether putting ourselves out there socially or seeking a dream job,

all of us allow anxieties and fears to hold us back. Facing Fear is a reader-centric memoir, interweaving parts of Nik's personal story of a tragic 2017 accident and how he conquered his fear with practical advice for readers to overcome whatever fears are holding them back.

The new eight-story hotel was designed by JCJ Architecture, of Hartford Conn., and constructed by Clark Construction Co. of Lansing, Mich., in alignment with FireKeepers' existing standards of excellence, as the current hotel has been designated a AAA Four Diamond award winner for the past five consecutive years. The welcoming 39,000 square foot first level will deliver a vibrant new lobby bar, front desk and the second Gapi Coffee and Sweets location. FireKeepers signature restaurant, Nibi, one of Michigan's finest dining experiences, will enjoy a new location with seating for approximately 125, expanded wine storage and presentation, and a private dining area for up to 20, perfect for special parties or small business meetings. There will be new luxurious High Limit Gaming sections for slots and table games, plus a new bar and VIP lounge for select Red Hot Rewards Club members.

To stay up to date on all of the Grand Opening and 12th Anniversary festivities, visit FireKeepersCasino.com.

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FireKeepers Casino Hotel, located just off Interstate 94 at Exit 104 in Battle Creek, MI, has been named Best Casino by audiences in Western Michigan and Northern Indiana, plus earned multiple awards in the Casino Player Magazine Best of Gaming 2019 Native Midwest category, including Best Casino. FireKeepers was recognized as 2019 Employer of the Year by Michigan Works! Association and was also selected as one of the Best Casinos to Work For by Casino Player Magazine. FireKeepers' signature restaurant, Nibi, is a multiple recipient of the Wine Spectator Award of Excellence. The property features 2,900 slot machines, 70 table games, a live poker room, and bingo room. FireKeepers offers a AAA-rated Four Diamond resort-style hotel with 243 rooms, a functional multi-purpose event center, six distinctive dining destinations, and multiple lounges. Driven by high demand, construction on a second hotel tower is underway and expected to be complete in early 2021. FireKeepers is the title sponsor of the FireKeepers Casino 400, a NASCAR Cup Series race at Michigan International Speedway, and a host of the FireKeepers Casino Hotel Championship a Symetra Tour-Road to the LPGA golf event. For more information, visit www.firekeeperscasino.com.

FireKeepers Casino Hotel is owned and operated by the Nottawaseppi Huron Band of the Potawatomi.