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For immediate release

(Dubuque, IA) The construction of the new 175,000-square-foot Diamond Jo Casino Entertainment Center in Dubuque, Iowa will be certified "Carbon Neutral" under the Clean Air Conservancy's new NetZero™ program. The Conservancy is the oldest non-profit organization using pollution markets to address air pollution and climate change. The NetZero certification is relatively new, however, designed specifically to address growing concerns about "carbon offsets." It signifies that the carbon footprint of the project has been verified and fully mitigated through the purchase and retirement of greenhouse gas reductions. Dubuque-based Diamond Jo Casino has already begun construction of the \$78 complex million project as part of Phase II of the city's innovative America's River Project.

"Climate change is a global issue that requires local action," said Dubuque's Mayor Roy D. Buol. "The Green City designation remains a top priority for the City Council. The Diamond Jo should be commended for their community partnership through this exciting initiative."

Working under the Conservancy's unique certification program, the Conservancy will estimate the project's greenhouse gas emissions. The Diamond Jo will purchase an equivalent number of certified CO2 emission reduction credits, in this case through the Chicago Climate Exchange. The reductions will then be banked in a separate trust and listed in an online registry to allow verification of Diamond Jo's effort. According to the Conservancy's founder, David Webster, "The registry is open to the public to insure transparency and accountability. It is the only registry that allows this level of verification." At the end of construction in 2008, Diamond Jo and the CAC will conduct a final review to confirm the actual emissions and retire any additional reductions needed to mitigate the project footprint. Diamond Jo Casino also plans to support urban forestry efforts and work with city officials to improve public green space through a tree planting program.

"Our new casino project provides the opportunity to use our public position to create awareness about green initiatives." Todd Moyer, General Manager of Diamond Jo said. "Mitigating our project's CO2 footprint speaks to Diamond Jo's commitment to improving the quality of life in the community in which we work and live."

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Mr. Webster said, 'We look forward to working with Diamond Jo on this project. We are impressed with their commitment to responsible environmental stewardship and support their efforts to develop strong ties to the community in the process.'

About the Diamond Jo Casino

The Diamond Jo, a full service, riverboat casino is moored on the Mississippi River at the Port of Dubuque. This year, Diamond Jo team members were voted "Friendliest" and "Most Knowledgeable" riverboat casino employees in Iowa for the sixth consecutive year. An integral part of America's River Project, the Diamond Jo Casino is among the largest employers in Dubuque County and was recognized by the Association of Fundraising Professionals for continued commitment to charitable giving and charitable partnerships. Award winning Chef, Jon Nelson and his staff feature choice, Midwestern cuisine at the Diamond Jo's three restaurants; High Steaks, the Diamond Deli and the Lighthouse Grill. In July, Diamond Jo broke ground for the new casino, state of the art bowling center, dining and entertainment facility. The \$78 million project will be completed in fall 2008.

About the Clean Air Conservancy

Founded in 1992, the Clean Air Conservancy promotes market-based solutions to the problems of acid rain, air pollution, and climate change. The Conservancy has retired more than 3.7 million tons of carbon reduction credits and works with companies to calculate, reduce, and mitigate "carbon footprints". A list of all retired credits and more information regarding the Conservancy and its NetZero™ program can be found on the Conservancy's main web site, www.cleanairconservancy.org. The Conservancy also helps individuals mitigate their carbon footprint at www.buycarbon.org.

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