



For Immediate Release

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IGAMING VETERAN MATTHEW CULLEN HIRED TO LEAD INTERACTIVE INITIATIVES

*Cullen Will Oversee All interactive and Mobile Business Opportunities for
San Manuel Band of Mission Indians*

San Manuel Indian Nation (Highland, Calif.) – April 9, 2014 — The San Manuel Band of Mission Indians today announced that its digital development company, San Manuel Digital, LLC, has hired iGaming veteran Matthew Cullen as the company's Chief Executive Officer.

With more than 20 years of entertainment and online gaming experience in the United States and internationally, most recently as President and Chief Business Development Officer of RocketPlay, Cullen will be responsible for identifying business opportunities in the fast-growing iGaming and social gaming space. He will report to SMD's Board of Managers.

"San Manuel looks to the future with a clear understanding that technology will be a critical factor to the success of the gaming and entertainment industry overall, and has created San Manuel Digital to direct development and pursue opportunities in that area," said Carla Rodriguez, Chairperson of the San Manuel Band of Mission Indians. "Mr. Cullen's skills, expertise and history of success in interactive and social gaming will enhance our ability to maintain a leadership position in the industry."

As president of RocketPlay, a leading cross-platform social casino operator, Cullen was tasked with developing and executing the company's business strategy across the Facebook, iOS and Android platforms. He participated in raising operating capital from Pitango Venture Capital, the largest VC fund in Israel. He also led the acquisition and integration of a mobile Social Casino development company, which was acquired in 2012 by RocketPlay. In addition, he executed the company's 3rd party publishing relationship with Zynga.

"I am fortunate to be on the cutting edge of interactive gaming technology, the application of which continues to impact the entire gaming industry in significant ways. The opportunity to lead the iGaming effort as CEO of San Manuel Digital is a challenge that I fully embrace with great commitment," Cullen said.

Cullen is a founder and board member of the International Social Games Association, which was formed to educate and inform the public, policy makers and regulators about social gaming, as well as develop and promote a unified set of socially-responsible values to its members aimed at safeguarding the consumer. Members of the ISGA include RocketPlay, Caesar's, MGM, IGT, Aristocrat, Gamesys, Play Studios and Plumbee.

Prior to RocketPlay, Cullen was the Vice President of Business Development, U.S. New Ventures, for Betfair, where he was tasked with forging the Betfair Group's strategic U.S. partnerships across a wide variety of gaming sectors, including poker, casino games, sports betting, horse racing, and fantasy sports.

Before joining Betfair, Cullen launched and was influential in successful start-ups across the digital media landscape, including companies involved in serving the real estate industry as well as the development of search engines and interactive television. Cullen was responsible for all aspects of business development, corporate development and company strategy.

To learn more about the San Manuel Band of Mission Indians or San Manuel Digital, visit www.sanmanuel-nsn.gov.

About the San Manuel Band of Mission Indians

The San Manuel Band of Serrano Mission Indians is a federally recognized American Indian tribe located near the city of Highland, Calif. The Serrano Indians are the indigenous people of the San Bernardino highlands, passes, valleys and mountains who share a common language and culture. The San Manuel reservation was established in 1891 and recognized as a sovereign nation with the right of self-government. As an indigenous community the origins and history of the San Manuel Band of Serrano Mission Indians stem from our relationship with the land and to all who share it. Since ancient times we have expressed ourselves through a culture of giving. Today, San Manuel is able to answer the call of Yawa' (Serrano word meaning "to act on one's beliefs") through partnerships with charitable organizations. We have drawn upon our history, knowledge, expertise and cultural values to direct our philanthropic giving in our local region, as well as to Native American causes nationwide. For more information, visit <http://www.sanmanuel-nsn.gov>.

About San Manuel Digital, LLC

San Manuel Digital, LLC ("SMD") is a newly formed company wholly owned by the San Manuel Tribe and dedicated to the exploration, development and implementation of strategies and business opportunities in the digital world. For more information, contact: Matthew Cullen, CEO, by email at MCullen@sanmanuel-nsn.gov.

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