

FOR IMMEDIATE RELEASE

Mille Lacs Band's Corporate Commission Announces New Brand Identity

Onamia, Minn. – February 4, 2014 –Through the successful development and operation of Grand Casino Mille Lacs and Grand Casino Hinckley, and the more recent acquisitions of the Crowne Plaza St. Paul Riverfront and the DoubleTree by Hilton hotels in St. Paul, the Corporate Commission of the Mille Lacs Band of Ojibwe has built a reputation for savvy business leadership and entrepreneurial vision.

Today the Corporate Commission announced a new brand identity that reflects this spirit of business intellect – Mille Lacs Corporate Ventures.

“By connecting people, ideals and capital, we are growing a regional economy that benefits all Minnesotans,” said Joe Nayquonabe, CEO of Mille Lacs Corporate Ventures. “Our new brand better represents who we are as a company, the value we add to the Mille Lacs region, and what we stand for in the business world.”

The overall design of the logo was inspired by traditional Ojibwe beadwork. The floral element represents growth and prosperity and the base of the mark is a stylized “M,” representing “Mille Lacs.”

The new name holds significance too. “Mille Lacs” not only identifies the location, but also indicates the corporation’s relationship to the Mille Lacs Band of Ojibwe. The words “Corporate Ventures” represent a business entity and a new journey.

Mille Lacs Corporate Ventures also unveiled its new website at www.MLcorporateventures.com. The website was developed to better serve the company’s traditional visitors while also enriching interactions with potential business partners as the company expands into the hospitality industry.

“Our company has evolved since our last website re-design. Our focus and approach have grown over the past year and it was important to develop a website that more accurately conveys our corporate vision,” Nayquonabe said.

About Mille Lacs Corporate Ventures

Mille Lacs Corporate Ventures (MLCV) manages all the Band’s businesses, including Grand

Casino Mille Lacs, Grand Casino Hinckley, the Crowne Plaza Riverfront Hotel and the DoubleTree Hilton in St. Paul, Minn., and other Band-owned businesses such as a cinema, a grocery store, gas/convenience stores, a golf course, wastewater treatment plant and a print shop. It also oversees certain amount of the Band's investments and considers new business opportunities to provide economic support for the Band's future. MLCV has over 3,500 employees and its board of directors is comprised of five members, who guide the business and investment decisions for the Band.

About the Mille Lacs Band of Ojibwe

Mille Lacs Reservation is located in east central Minnesota and is the perpetual home of the Mille Lacs Band of Ojibwe (www.millelacsband.com). More than 2,300 of the band's 4,300 members live within reservation boundaries. The Band supports its members with a variety of services for economic, social and cultural advancement, including health services, early childhood and youth centers and economic development planning.

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