

THE PCF GROUP PROVIDING CUSTOM ARCHITECTURAL ACCENTS FOR HARRAH'S RINCON CASINO AND HOTEL EXPANSION

SAN DIEGO — July 12, 2004 — The PCF Group (PCF) is providing the myriad architectural foam accents that highlight the exterior of the Harrah's Rincon Casino and Hotel expansion (see attached photo), set for completion in December 2004, according to Scott J. Buckley, vice president of marketing for PCF, San Diego's largest supplier and installer of expanded polystyrene (EPS) foam architectural shapes and accents.

PCF partnered on the Harrah's Rincon Casino and Hotel expansion with KHS&S General Contractors, a leading plastering company, to supply the fabricated exterior details that will highlight the exterior of the new Hotel Tower, Spa and Parking Garage. PCF will provide the ornamental architectural foam trim and details, including spandrels, moldings and articulated pop-outs. The project includes a hotel tower with 500 rooms, a two-story podium, a one-story connecting circulation area, a three-level parking garage and the renovation of existing ground floor space and supporting infrastructure.

The expansion will make Harrah's Rincon Casino & Resort, Southern California's only Las Vegas-style casino, the largest in North San Diego County and is designed to transform the facility into a full-service destination resort. It will also offer a variety of exciting new amenities, supporting its goal of maximizing every guest's experience.

Over the past four years, Pacific Coast Foam also provided the EIFS foam board and decorative foam architectural accents for Sycuan Casino in El Cajon, the Viejas Casino and Outlet Center in Alpine and the Pala Resort Casino and Spa.

PCF and PCF/Install are located at 8585 Miramar Place, San Diego 92121. The telephone number is (858) 455-1274 or the company can be reached toll-free at 888-511-FOAM (3626).

