

Z Capital Increases Its Controlling Ownership in Affinity Gaming

Acquires stake in a single open market transaction

LAKE FOREST, Ill., January 9, 2015 -- Z Capital Partners, L.L.C. ("Z Capital"), a leading private equity firm, today disclosed in a U.S. Securities and Exchange Commission Schedule 13D/A that Z Capital has increased its ownership holdings in Affinity Gaming ("Affinity" or the "Company") shares to 39.5%.

Z Capital acquired an equity stake in Affinity in 2010, and became the Company's largest shareholder in November 2011. Z Capital continues to be the Company's largest shareholder. Two Z Capital representatives, James Zenni, its President and Chief Executive Officer, and Andrei Scrivens, a Managing Director, serve as Directors on Affinity's Board.

In August 2014, Affinity announced the hiring of Michael Silberling as Chief Executive Officer, who joined from a senior leadership position at Caesars Entertainment Corporation, formerly known as Harrah's Entertainment Inc., with more than two decades of experience and a proven track record of successfully transforming operations in the gaming industry.

About Z Capital Partners

Z Capital Partners, L.L.C. is a leading private equity firm with approximately \$1.9 billion of regulatory assets under management and with offices in Lake Forest, IL and New York, NY. Z Capital pursues a value-oriented approach in private equity that includes making control investments in companies that may require growth capital, balance sheet and/or operational improvements.

Z Capital portfolio companies currently have aggregate worldwide annual revenues of approximately \$1.5 billion, sell products in over 30 countries, and have in excess of 190,000 associates directly and through joint ventures.

Z Capital's investors include prominent global sovereign wealth funds, endowments, pension funds, insurance companies, foundations, family offices, wealth management firms and other financial institutions in North America, Europe, Asia, Africa and the Middle East. For more information, please visit <http://www.zcap.net/>.

About Affinity Gaming

Affinity Gaming is a diversified casino gaming company headquartered in Las Vegas, Nevada. The Company's casino operations consist of 11 casinos, five of which are located in Nevada, three in Colorado, two in Missouri and one in Iowa. Additionally, Affinity Gaming provides consulting services under an agreement to support the operations of the Rampart Casino at the JW Marriott Resort in Las Vegas. For more information about Affinity Gaming, please visit its website: www.affinitygaming.com.

Contacts

Joele Frank, Wilkinson Brimmer Katcher
Jonathan Keehner / Leigh Parrish
212-355-4449