

Press Release:

Elray Gaming Retains South Street Media as Public Relations Firm

NEW YORK, Feb 02, 2012 -- Elray Gaming (OTC.BB:ELRA), a developer of turnkey online gaming products, announced it has retained South Street Media, Inc. for shareholder and media relations.

The Company has retained South Street Media to assist in developing an internal media and public relations department. The firm will assist in trade show coordination, distribution of company press releases, institutional meetings, and developing a shareholder communications department. (www.southstreetmedia.com)

Melissa J. Diaz, the President of South Street Media commented, "The recent changes from the US Dept. of Justice regarding online gaming sets the stage for potential strong growth for the online gaming sector in the United States. South Street Media feels the firms that can establish their name, hold the technology, and been compliant with the gaming laws in the past, have the best prospects to gain market share as new legislative rules become effective. We feel Elray Gaming meets the criteria, and we look forward to assisting them in expanding their corporate message to the investment community."

To request an investor packet on Elray Gaming register online at www.wallstreetnewscast.com/request/elra.html

Elray Gaming strictly complies with all local laws and jurisdictions, and the UIGEA (The USA's Unlawful Internet Gambling Enforcement Act of 2006).

About Elray Gaming

Elray Gaming is an established Global Online Gaming entity, which owns and licenses Gaming Intellectual Property, Gaming Domains, Trademarks and Player Databases. www.elraygaming.com.

CONTACT:

South Street Media, Inc.
Melissa J. Diaz,
President & CEO
Phone: (917) 937-8968
Email: southstmedia@gmail.com

Safe Harbor Statements:

This investor presentation may include statements that may constitute forward-looking statements made pursuant to the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Although the Company believes that the expectations reflected in such forward-looking statements are based on reasonable assumptions, such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected.

Disclaimer:

This is NOT a solicitation to Buy or Sell any security, but rather is for informational purposes only. Content contained herein includes facts, views, opinions and recommendations of individuals and organizations deemed of interest. South Street Media, Inc ("South Street") does not guarantee the accuracy, completeness or timeliness of, or otherwise endorse these views, opinions or recommendations, or give investment advice. In Compliance with SEC Rule 17B, South Street was compensated two hundred thousand restricted shares, with option for another three hundred thousand restricted shares at four cents per share, for public relations and media services. South Street may hold a position in above securities from time to time, and thus should be considered a possible conflict of interest when reviewing this report and information. These investments may involve a high degree of risk, thus investors are highly encouraged to consult with a financial advisor before any and all investments.