

Edgar Filing: RIVIERA HOLDINGS CORP - Form 144

RIVIERA HOLDINGS CORP  
 Form 144  
 November 14, 2006

UNITED STATES  
 SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

FORM 144

OMB APPROVAL  
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 SEC USE ONLY DOCUMENT SEQUENCE NO.  
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NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE  
 SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with either  
 placing an order with a broker to execute sale or executing a sale  
 directly with a market maker.

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 1(a) NAME OF ISSUER (Please type or print) (b) IRS IDENT. NO. (c) S.E.C.FILE NO.  
 Riviera Holdings Corporation 88-0296885 000-21430  
 -----

1(d) ADDRESS OF ISSUER (e) TELEPHONE NO.  
 STREET CITY STATE ZIP CODE AREA CODE NUMBER  
 -----  
 2901 Las Vegas Blvd So. Las Vegas NV 89109 702 794-9524  
 -----

2(a) NAME OF PERSON FOR WHOSE (b) IRS IDENT. NO. (c) RELATIONSHIP TO  
 ACCOUNT THE SECURITIES ARE ISSUER  
 TO BE SOLD

-----  
 Robert Vannucci Officer  
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(d) ADDRESS STREET CITY STATE ZIP CODE  
 -----  
 916 Viscanio Place Las Vegas NV 89138  
 -----

INSTRUCTION: The person filing this notice should contact the issuer to obtain  
 the I.R.S. Identification Number and the S.E.C. File Number.

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 3 (a) Title of the (b) Name and Address of Each Broker Through SEC USE ONLY  
 Class of Securities Whom the Securities are to be Offered Broker-Dealer  
 To Be Sold or Each Market Maker who is Acquiring the File Number  
 Securities

-----  
 Common Stock Scottrade  
 9901 West Charleston Blvd, #2  
 Las Vegas, NV 89117-7520  
 -----

| (c) Number of Shares<br>or Other Units<br>To Be Sold<br>(See instr. 3(c)) | (d) Aggregate<br>Market<br>Value 11/9<br>(See instr. 3(d)) | (e) Number of Shares<br>or Other Units<br>Outstanding<br>(See instr. 3(e)) | (f) Approximate<br>Date of Sale<br>(See instr. 3(f))<br>(MO. DAY YR.) |
|---|--|--|---|
| 100,000   | \$2,000,000  | 12,463,755   | 11/15/06  |

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 (g) Name of Each  
 Securities  
 Exchange  
 (See instr. 3(g))  
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AMEX

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INSTRUCTIONS:

1. (a) Name of issuer
- (b) Issuer's I.R.S. Identification Number
- (c) Issuer's S.E.C. file number, if any
- (d) Issuer's address, including zip code
- (e) Issuer's telephone number, including area code
  
2. (a) Name of person for whose account the securities are to be sold
- (b) Such person's I.R.S. identification number, if such person is an entity
- (c) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
- (d) Such person's address, including zip code
  
3. (a) Title of the class of securities to be sold
- (b) Name and address of each broker through whom the securities are intended to be sold
- (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
- (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice
- (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer
- (f) Approximate date on which the securities are to be sold
- (g) Name of each securities exchange, if any, on which the securities are intended to be sold

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1147 (01-04)

TABLE I -- SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefore:

| Title of the Class  | Date you Acquired | Nature of Acquisition Transaction           |
|---|-------------------|---|
| Common Stock  | 12/27/02          | Pursuant to companies restricted stock plan |
| Name of Person from Whom Acquired<br>(If gift, also give date donor acquired) |                   | Amount of Securities Acquired               |
|   |                   | 100,000                                     |
| Date of Payment   | Nature of Payment |   |
| 12/27/02  | Deferred Income   |   |

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INSTRUCTIONS:

If the securities were purchased and full payment therefore was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last

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installment paid.

TABLE II -- SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

| Name and Address of Seller | Title of Securities Sold | Date of Sale   |
|----------------------------|--------------------------|----------------|
| Amount of Securities Sold  |                          | Gross Proceeds |

REMARKS: The sale of these securities is being made pursuant to a previously adopted plan under Rule 10B5-1, plan adopted 03/15/06. The representation set forth below is made only with respect to information known to me as of the times of the sales reported herein.

INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed.

November 14, 2006

/s/Robert A. Vannucci

DATE OF NOTICE

(SIGNATURE)

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)