

RIVIERA HOLDINGS CORP  
Form 8-K  
August 03, 2006

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities and Exchange Act of 1934**

Date of Report (Date of earliest event reported): August 3, 2006

**RIVIERA HOLDINGS CORPORATION**

(Exact name of registrant as specified in its charter)

**Nevada**  
(State or other jurisdiction of corporation)

**000-21430**  
(Commission File Number)

**88-0296885**  
(IRS Employer Identification No.)

**2901 Las Vegas Boulevard South, Las Vegas, Nevada**  
(Address of principal executive offices)

**89109**  
(Zip code)

Registrant's telephone number, including area code (702) 794-9237

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(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



**Section 7 Regulation FD**

**Item 7.01 Regulation FD Disclosure.**

On August 3, 2006, Riviera Holdings Corporation ( RHC ) issued a press release reporting the upcoming purchase by Flag Luxury Riv, LLC; Rivacq LLC; and High Desert Gaming LLC of RHC shares held by Chairman and Chief Executive Officer William L. Westerman. A copy of the press release is furnished as Exhibit 99 hereto. The information in this Item 7.01 and Exhibit 99 hereto shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as and when expressly set forth by such specific reference in such filing.

**Section 9 Financial Statements and Exhibits**

**Item 9.01 Financial Statements and Exhibits.**

(a) Not applicable.

(b) Not applicable.

(c) Not applicable.

(d) Exhibits:

**Exhibit 99 Riviera Holdings Corporation press release dated August 3, 2006**

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 3, 2006

RIVIERA HOLDINGS CORPORATION

By: /s/ Tullio Marchionne  
Tullio Marchionne  
Secretary