

RIVIERA HOLDINGS CORP  
 Form 4  
 November 16, 2006

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**VANNUCCI ROBERT A**

(Last) (First) (Middle)  
 11016 ARBOR PINE  
 (Street)

LAS VEGAS, NV 89144

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**RIVIERA HOLDINGS CORP [RIV]**

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 11/16/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 President of Riviera Operating

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)           | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---|--------------------------------------|--|--------------------------------|---|---|--|--|
|   |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |
| Common Stock Par Value \$\$.001 per share | 11/15/2006                           |  | S                              |   | 20,000  | D  | \$ 21.68                                   |
| Common Stock Par Value \$\$.001 per share | 11/15/2006                           |  | S                              |   | 16,600  | D  | \$ 21.73                                   |
| Common Stock Par Value                    | 11/15/2006                           |  | S                              |   | 3,200   | D  | \$ 21.76                                   |
|   |                                      |  |                                |   |   |  | 365,305                                    |
|   |                                      |  |                                |   |   |  | 348,705                                    |
|   |                                      |  |                                |   |   |  | 345,505                                    |

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|   |            |   |        |   |             |         |   |  |
|---|------------|---|--------|---|-------------|---------|---|--|
| Value<br>\$.001 per<br>share                        |            |   |        |   |             |         |   |  |
| Common<br>Stock Par<br>Value<br>\$.001 per<br>share | 11/15/2006 | S | 200    | D | \$<br>21.77 | 345,305 | D |  |
| Common<br>Stock Par<br>Value<br>\$.001 per<br>share | 11/15/2006 | S | 19,900 | D | \$<br>21.78 | 325,405 | D |  |
| Common<br>Stock Par<br>Value<br>\$.001 per<br>share | 11/15/2006 | S | 100    | D | \$<br>21.81 | 325,305 | D |  |
| Common<br>Stock Par<br>Value<br>\$.001 per<br>share | 11/15/2006 | S | 20,000 | D | \$<br>21.83 | 305,305 | D |  |
| Common<br>Stock Par<br>Value<br>\$.001 per<br>share | 11/15/2006 | S | 20,000 | D | \$<br>21.88 | 285,305 | D |  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who 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.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Nu... Deriv... Secur... Bene... Own... Follo... Repo... Trans... (Instr... |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|

|      |   |                     |                    |       |  |
|------|---|---------------------|--------------------|-------|--|
|      |   |                     |                    |       | Amount<br>or<br>Number<br>of<br>Shares |
|      |   | Date<br>Exercisable | Expiration<br>Date | Title |  |
| Code | V | (A)                 | (D)                |       |  |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| VANNUCCI ROBERT A<br>11016 ARBOR PINE<br>LAS VEGAS, NV 89144 |               |           | President of Riviera Operating |       |

## Signatures

Robert A.  
Vannucci

11/16/2006

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

### Remarks:

The reported transactions are pursuant to a Rule 10b5-1 trading plan established on November 14, 2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. 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 number.