

GAMING EXPO UPDATE

LAKE TAHOE, NEVADA – NOVEMBER, 2006

WIN CARDS Celebrates Twentieth Anniversary at G2E '06

The WIN CARDS Program will be celebrating its 20th anniversary at this year's Global Gaming Expo. WIN CARDS are handy, plastic cards, with a dial, that are designed to assist casino operators in attracting and developing new players for their live games of Blackjack, Craps and Roulette. In recent years they have been especially helpful as a method with which casinos can cross-market their Poker players to the casino's pit games.

Chuck Taylor, Casino Manager at the Edgewater Hotel & Casino, In Laughlin, Nevada, has administered this casino marketing program for the past seven years. This Program works, "as advertised," states Mr. Taylor. New players have flocked to our live games due to the WIN CARDS Program. It reduces the intimidation of the games and gets beginners quickly into the casino's



Newly designed Win Cards for the Excalibur

TEACHING BEGINNERS THE BASICS

The increasingly popular WIN CARDS Program has proven effective in attracting and developing new players in casinos all over the world.



Pictured here are from left, Pam Butler, Gaming International Marketing Director; and Ted Gottlieb, Gaming International President

live action. Every casino that has table games should be offering this program to their customers; I really do not know what is holding them back. They should be calling Gaming International, Inc., right away, and get a trial of this ingenious casino marketing program going. I mean, if they are interested in attracting new players at all, they should be involved with the WIN CARDS Program."

At the Four Queens, in Las Vegas, one of the numerous casinos that have embraced the WIN CARDS Program,

overheard by a couple of rookie Craps players, "I never would have tried playing Craps if it were not for the WIN CARDS. They gave me the courage and confidence to try the game out and now, with these handy cards, I am playing craps and I actually know what I am doing! I can't wait to tell my friends about these great little cards and how easy it makes learning how to play!"

The WIN CARDS Program has recently been introduced at the Hyatt Regency - Lake Tahoe. "These cards are perfectly suited for our casino's marketing objectives," reports Mr. Joel Loots, casino marketing director. Many of our guests are here to enjoy our hotel, its wonderful amenities and the area's beautiful surroundings. Many are not "pre-disposed" to

play in the casino, especially our table games. The WIN CARDS Promotion is just what both our tourist clientele and our business travelers need ... an easy access to our casino's games."

Based on early positive results in Tahoe, **Mr. Joe Hoak**, Casino Director at the Hyatt Regency - Aruba reports that they will be implementing their WIN CARDS Program in time for the forthcoming "tourist season."

The very first casino to introduce the WIN CARDS Program was the High Sierra Hotel & Casino (the former Sahara Tahoe) in Lake Tahoe, in 1986. Their General Manager, **Mr. Larry Close** and Casino Manager, **Mr. Andy Chantri** were way ahead of their time in recognizing the need to introduce beginners to the casino's live games. Now, twenty years later, the latest casino to introduce the WIN CARDS Program is the Mill Casino and Hotel, in Coos Bay, Oregon. **Mr. Larry Close** is the General Manager of this casino and he is now *both the first and latest* casino operator to

implement the WIN CARDS Program.

The WIN CARDS Program has proven itself to work in casinos of all shapes and sizes in jurisdictions all, over the world. They are effective in attracting, developing and enticing new players to try out the live games in casinos that have a lot of "local" play, like the Mill Casino, in business traveler casinos like the Westin, in Las Vegas, as well as, in tourist oriented casinos like the Excalibur, Circus - Circus and Harrah's/Harveys - Lake Tahoe.

International casinos in the Caribbean have also experienced great success in marketing their casino's live games to their customers with this promotion. WIN CARDS are presently being offered at the Curacao Marriott, and the Royal Beach Casino Resort in St. Kitts. **Mr. Mike Redivivo**, V.P. - Marketing at the Royal Beach has had previous experience with the WIN CARDS Program. He implemented and administered this promotion at the Casino Niagara, in Canada,

before he began his current responsibilities at the Royal Beach. "The WIN CARDS Program is simply the best program available to the gaming industry to introduce new players to the live games. There really isn't anything out there like it. Furthermore, it has a long term track record of consistent success."

The WIN CARDS Program can be installed at your casino on a 90-day free trial basis. Please call 1-866-4-WINCARDS, or 775-588-4222 for more information. Our web-site is www.wincards.com. Please be sure to check out our booth number 2224 at the G2E '06 in Las Vegas, November 14-16, 2006 and help us celebrate our 20th Anniversary.

So, if your casino doesn't presently offer the WIN CARDS Program, it should. If you have not tried it in your casino, then it is still new to you and your customers!

ASK ABOUT A FREE TRIAL IN YOUR CASINO • CALL 775-588-4222 • WINCARDS.COM



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NEW TABLE GAMES PLAYERS
WITH



WIN CARDS®

THE CASINO MARKETING PROGRAM
CELEBRATING 20 YEARS OF SUCCESS!



SEE WIN CARDS AT GLOBAL GAMING EXPO (G2E '06) IN LAS VEGAS, NOV 14-16, 2006 - BOOTH #2224