

GAMING EXPO UPDATE

LAKE TAHOE, NEVADA – NOVEMBER, 2007

Milestones Pave Way for Win Cards' Future

More major casinos sign-up for casino marketing program

Since their introduction in the year 2000, Las Vegas casinos, Excalibur and Circus – Circus have now sold over 200,000 sets of customized WIN CARDS to their customers.

The success of this casino marketing program at these and many other casinos has prompted the Hard Rock Hotel & Casino – Las Vegas and the Luxor to implement this promotion, designed to attract and develop new players for the casino's live table games of Blackjack, Craps and Roulette.

WIN CARDS are handy, plastic cards with a dial that work to assist casino operators in making their live games more accessible to novices. In the year 2007, the WIN CARDS Program has been upgraded. Until now, most casinos have

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.



*Pam Butler, Gaming International Marketing Director
and Ted Gottlieb, Gaming International President*



*Newly designed Win
Cards for the Hard Rock
Hotel & Casino*

sold the WIN CARDS for \$10.00 and provided a \$15.00 refund to those who opted for the offer.

Now, the three card sets are sold to the casino's Player's Club members for \$20.00. Those who choose to buy the WIN CARDS "deal" receive \$30.00 in special, free-play, non-negotiable chips and one "Dealer's Tip Coupon." The offer is strictly limited to one per person.

"Just because someone visits our casino does not

necessarily mean that they know how to or that they want to play our live table games. Marketing is a full-time job and the WIN CARDS Program helps us reach out and turn our casino's visitors into players. We have had nothing but positive feedback from our new program," declares Mr. Bart Pestrichello, Casino General Manager of the Hard Rock – Las Vegas.

"Word of mouth advertising seems to be the way our 'Generation X' customers communicate with each other. The WIN CARDS give them something to talk about. They turn this experience into a 'show and tell' as they let their friends and associates know about the cards and the great deal that they

received when they bought them,” continues Mr. Pestrichello.

With the marketing focus in Las Vegas shifted to the retail, food and shopping experiences, many new visitors are unfamiliar with the nuances of gambling. The live games of Blackjack, Craps and Roulette are naturally intimidating for beginners. The WIN CARDS Program has, for the past 21 years, provided casino operators with a viable, universally recognized and cost-effective method with which casinos can introduce those who are not pre-disposed to gamble to give the games a try.

“WIN CARDS are the ultimate ice-breaker,” says, Mr. Dennis Weipert, Director of Gaming at the Red Lion Hotel and Casino, in Elko, Nevada. “We get a steady flow of customers who want to learn how to play our games. The WIN CARDS Program provides us with a quick and easy way to develop new table games players. And it can be implemented

on a cost-free basis. The WIN CARDS are provided on consignment – we only pay for the WIN CARDS that are actually sold, and we do so out of the incremental revenue that this promotion garners.”

Tracking of the play by those who bought WIN CARDS has provided casinos with “proof” of the effectiveness of the WIN CARDS Program. At Circus Circus - Las Vegas, in-house tracking has determined that their customers lose an additional \$51.00 following their purchase of the WIN CARDS. With sales of approximately 85 sets per day, the program is responsible for a minimum of over 1.5 million dollars in trackable incremental revenues, per year!

The numbers are even more impressive at the Excalibur where the average loss by a customer who bought the WIN CARDS was estimated to be \$88.00 by internal casino tracking. With numbers like these, it is easy to see why many other

major casinos are “getting on the WIN CARDS bandwagon.”

For the year 2008, customized WIN CARDS are being designed and marketed at the Hard Rock – Las Vegas, the Luxor, Circus Circus – Las Vegas, and the Grand Sierra Resort in Reno, Nevada. In addition, the Royal Caribbean Cruise Lines are about to implement a trial of the WIN CARDS on their ships, featuring the \$30.00 for \$20.00 offer!

The WIN CARDS will be on exhibit, once again, at the Global Gaming Expo '07, in Las Vegas, November 13th – 15th, at booth number 2829.



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SEE WIN CARDS AT GLOBAL GAMING EXPO (G2E 2007) IN LAS VEGAS, NOV 13-15, 2007 – BOOTH #2829