

GAMING EXPO UPDATE

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Win Cards Rock the Red Rock

More major casinos sign-up for casino marketing program

“It’s not that easy to get people to gamble anymore. It’s becoming increasingly difficult to find new players for the casino’s live games. In light of sagging gaming revenues, enticement seems to be back in fashion,” says Ted Gottlieb, President of Gaming International, Inc., of Lake Tahoe, Nevada.

In today’s economy, people are just not spending as much money as they did in the past. Room rates are dropping, occupancy rates are lower and people are just not making the big expenditures that they have previously made for dining, shopping and entertainment.

Las Vegas is experiencing a consumer sentiment that can be described as a “Demand For Deals.”

So, it’s back to the basics. Some of the most hip and chic casinos are now becoming more interested in promoting gaming, and this important aspect of marketing

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

is returning to prominence.

As a testament to this new interest and concern for maintaining and increasing casino revenues, the Red Rock Resort & Casino has joined the legions of major casinos that have now introduced the WIN CARDS Program to help attract and develop new players for their live table games.

The WIN CARDS Program is designed to assist casino operators in making the live games of Blackjack, Craps and Roulette more accessible for beginners. The WIN CARDS are handy, plastic cards, with a

dial that work to quickly and easily show novices the basics of how to play the live games. They reduce the intimidation factor that prevents many new players from giving the games a try.

“Although the profile of the Red Rock is of a ‘Local’s Casino,’ the truth is that all locals do not necessarily know how to play all of the casino’s games,” explains Mr. Bart Pestrichello, Vice President of Casino Operations at the Red Rock in Las Vegas.

“I have a long history of success with the WIN CARDS Program, from their introduction at the Boulder and Sunset Stations in the 1990’s to their recent implementation at the Hard Rock Hotel and Casino in Las Vegas. Over the years, I



Customized Win Cards for Mandalay Bay Resort & Casino

have seen nothing but good things from this promotion," continues Mr. Pestrichello.

Attesting to the universal suitability of this casino marketing program, in recent months, casinos large and small, in Nevada and abroad, have decided to add WIN CARDS to their efforts to bring more players to their games.

Pam Butler, Director of Marketing for Gaming International, reports that the WIN CARDS Program has recently been introduced at the Mandalay Bay and Slots-A-Fun in Las Vegas, the River Palms in Laughlin, the MontBleu in Lake Tahoe, the Soaring Eagle in Michigan, and the Royal Beach Resort & Casino in St. Kitts (the largest casino in the Caribbean).

In 2009, the WIN CARDS Program will be implemented on the cruise ships of the Royal Caribbean Cruise Line. Customized WIN CARDS that feature the cruise lines logos and advertising messages are presently being designed and ordered for their entire fleet.

Most of these casinos are offering the WIN CARDS for \$20.00, with those opting for the deal receiving \$30.00 in special, free-play, non-negotiable chips. The offer is available to those who join the casino's player's club and is limited to one per person.

This promotion is designed to satisfy today's customer and their "Demand for Deals."

The WIN CARDS Program, now in its 22nd year, has worked to attract and develop live games players at over 165 casin-

nos, cruise ships, riverboats and tribal casinos. Over 10 million of these cards have been sold.

"There is nothing like it. The WIN CARDS Program is the only bona fide method with which casinos have been able to entice new people to learn and

Mont Bleu Resort & Casino.

"What distinguishes casinos in Nevada from our competition in Arizona and California, in respect to gaming, is the fact that the games of Craps and Roulette, in their traditional form, are not offered in these other states. Nevada casinos should be doing everything possible to introduce new players to these games. We feel confident that the WIN CARDS can help us in these efforts," continues Mr. Jones.

"It's a 'no-brainer' – it works from day one, plus, it doesn't cost us anything to introduce and can be administered on a cost-free basis. Actually, we make nothing but money from the WIN CARDS Program," declares Stuart Reading, Director of Casino Operations for the Royal Caribbean Cruise Line.

For more information about this casino marketing program or how to arrange for a 90-day trial at your casino, please contact Gaming International, Inc. at 775-588-4222 or visit our websites:

wincards.com (consumer site), or wincards.com/casinoexec (casino operator's site).

Be sure to stop by and see us at the Global gaming Expo 2008, booth number 3064, November 18-20, 2008.

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play the casinos table games. We are expecting the WIN CARDS to assist us in cross-marketing our existing Slot and Blackjack players to the other games that we offer. I am sure that our customers will appreciate this great casino promotion," declares Mike Jones, Director of Casino Operations at Lake Tahoe's