

GAMING EXPO UPDATE

LAKE TAHOE, NEVADA – SEPTEMBER, 2003

Cards Fuel Game Play

Former casino dealer, Ted Gottlieb, has, for the past 17 years, been living off the profits of "Win Cards," which has little to do with winning.

"The strategy that we offer is generic, appropriate only for beginners," said Gottlieb, President of Gaming International, Inc., of Lake Tahoe, Nevada – a two-person venture that is committed to helping casinos in reducing the intimidation factor that prevents many new players from trying out the live games. "I can't teach experienced players how to play as they have already learned the basics. Most of those who buy our instructional cards are novices."

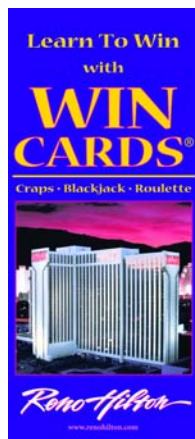
Gaming International has sold over 7 million of these cards. Gottlieb, who worked as a dealer and gaming instructor in the '70s and '80s, has always felt that the live games required marketing and promotions that "keep feeding the fire" and provide new customers for the live casino games.

As a businessman, he has tirelessly worked to promote the casino's live games, introducing the WIN CARDS Program at over 150 casinos, riverboats and cruise ships in a wide variety of jurisdictions, all over the world.

"I supply the casinos with the cards and they 'sell them' to their customers.

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.



Customized Reno Hilton Win Cards



The casinos win by selling the cards, because only customers who join the Player's Club are eligible to buy the 'WIN CARDS Deal.' Player's personal information is gathered for follow-up marketing efforts."

New players pay \$10.00 for the three-card set, which includes simplified instructions and dial cards for the games of Blackjack, Craps and Roulette. When customers purchase the cards after joining the casino's Player's Club, they receive \$15.00 in special non-negotiable chips and a \$1.00 coupon that goes to the dealer when a bet is made. "The special chips guarantee that all of those who purchase the WIN CARDS actually play on the live games."

"Blackjack makes up about 70 percent of the table games wagering," Gottlieb said. "Craps, Roulette and the miscellaneous 'carnival games' make up the remaining 30 percent. Craps, in particular, is drifting away from our eyes



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

and I think that casinos are going to realize that stories like this one need to be written to get the word out. Programs like the WIN CARDS must be introduced if the live games are to have a future."

The Blackjack card goes into simple basic strategy on which cards to hit on and when to hold. The Craps card deals with the odds for the Pass Line, Place bets and Don't bets. The Roulette card allows the customer to dial in the number of chips that they bet, and in the windows of the card, the payoffs are displayed.

"The major thing that we deal with is educating the customers, which is what the casinos want as well. They want their customers to feel comfortable and not afraid of the live games action. Unlike the cards that are sold in casino gift shops, the WIN CARDS, with their intentionally limited strategies, do not increase the skills of existing players. They are intended only for beginners."

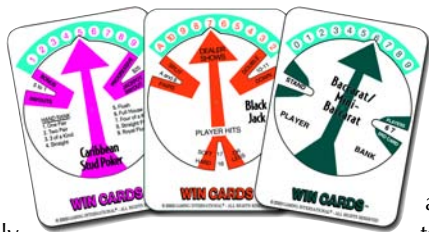
Gottlieb said, "Casinos use the cards as a promotion. It works either in tandem with the casino's free gaming lessons, or as a stand-alone program. The WIN CARDS work to attract and develop new players, 24/7. They provide

novices with a self-service and anonymous method with which to quickly and easily learn the basics of how to play the live games. Unlike other casino efforts that do not 'cover all the bases,' the inclusive WIN CARDS Program has proven to be popular with both new players and with the casinos in which they are playing."

Gottlieb's biggest clients are the Excalibur and Circus Circus in Las Vegas and the Princess Cruise Lines. Cruise ships use the WIN CARDS to help their passengers, many who have never been in a casino, to cross the bridge – to gain a sense of confidence at the live tables. The object of the WIN CARDS is to provide the gaming industry with a universally recognized product that works to entice beginners to try out the casino's live games.



New "California Edition" Win Cards



New WIN CARDS are presently being introduced for Tribal Casinos in California. Due to the fact that these casinos do not presently offer the games of Craps and Roulette, these new sets include instructional cards for Blackjack, Caribbean Stud Poker and Mini-baccarat. In addition, WIN CARDS are available in English, Spanish, Italian and French.

Casinos to recently implement the WIN CARDS Program in Nevada include the Siena and Golden Phoenix in Reno and the Cannery in North Las Vegas. "It really does not matter if the casino is large or small, catering to either tourist or local clientele. If the casino is concerned about the future of their table game play, the WIN CARDS Program can help them in introducing new players to their live games," says Gottlieb.

Gottlieb and Gaming International's Marketing Director, Pam Butler, are regular exhibitors at the Global Gaming Expo each fall, and they will return again this year with cards in hand.

"My biggest concern is that casinos will not realize that the live games need to be promoted. Apathy has led to the current demise of these games that are the human 'lifeblood' of the casino. I worry that the pits may disappear and that the slots will take over. Casinos need to realize that not every one plays the slots and that customers can get burnt out playing slots only.

"In respect to the marketing of Nevada Casinos, at this point, the Tribal Casinos in California and Arizona, which now pose the greatest threat to Nevada casino revenues, no not offer the games of Craps and Roulette. Unfortunately, besides the WIN CARDS Program, less is being done today to promote these games than was being done 20 years ago," concludes Gottlieb.

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ATTENTION CASINO OPERATORS!

Increase Your Casino Revenues with the Win Cards Program

SIMPLY STATED, by teaching the basics of how to play your Casino's Live Games to beginners, the **WIN CARDS** Program can help you **increase your Casino's Revenues!**

Dozens of Progressive Casinos are presently utilizing the **WIN CARDS** Program to enhance their efforts in attracting and developing **new table games players.**

Among those Casinos currently enjoying great success with **WIN CARDS:**

NEVADA CASINOS:

- Excalibur
- Four Queens
- Most Station Casinos including both Fiesta Casinos
- Circus-Circus, Las Vegas and Reno
- Colorado Belle & Avi in Laughlin
- Boomtown Reno
- Nevada Landing in Jean, Nevada
- Reno Hilton

- Ballys and Copa Casinos in Mississippi
- Cities of Gold Casino in New Mexico
- Clearwater, Legends and Silver Reef in Washington
- Princess Cruises
- P&O Lines

NEW CASINOS:

- Golden Phoenix and Siena in Reno



17 years of gaming excellence

For more information, samples or to discuss arranging a trial of the **WIN CARDS** Program at your Casino, please call ... **775-588-4222**

or check out our new, updated website www.wincards.com

WIN CARDS will be on exhibit at the Global Gaming Expo (G2E '03) in Las Vegas, September 16-18, 2003. Our booth number is 2920.