

GAMING EXPO UPDATE

LAKE TAHOE, NEVADA – SEPTEMBER, 2004

“Generation X” Flocking to the Tables

An unexpected turn of events has provided the casino’s live table games with a whole new life. Just check out the action at some of Las Vegas’ most popular casinos. It is young people who are playing the live games at the Hard Rock, Palms and Mandalay Bay.

Interest from those between the ages of 25 and 35 in playing live casino games is causing casino executives to re-examine the mix of slots and tables on their casino floors.

Gaming International, Inc. of Lake Tahoe, Nevada reports that many of those purchasing their product, “WIN CARDS,” are young people. Many have never been to a casino, or have ever actually played Blackjack, Craps or Roulette.

Marketing to New Players

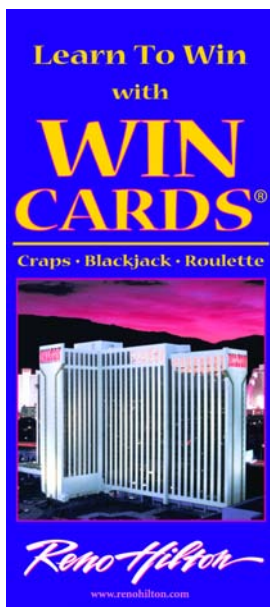
WIN CARDS are handy plastic cards with a dial that are designed to assist casinos in attracting and developing new players for the live games by quickly and easily showing beginners the basics of how to play. WIN CARDS are an instant

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, Fernando Terminel, Gaming Instructor; Pam Butler, Gaming International Marketing Director; and Ted Gottlieb, Gaming International President



Customized Reno Hilton
Win Cards



reference guide to playing the live games. They simply take away the novice player’s fear of doing something wrong as they learn how to play.

The consensus of casinos throughout the gaming industry is that the “WIN CARDS Program” is the best way to build table games play. During the course of the past 18 years, no product or service has done more to make the table games more accessible to beginners. More than 140 casinos worldwide have made WIN CARDS an integral part of their efforts to

promote their live games.

An effective and highly adaptable program, many properties have gone to custom-made WIN CARDS designed with the casino’s theme, logo, phone numbers and advertising message.

The live games are intimidating for beginners and the WIN CARDS provide new players with just enough information to build their confidence and get them started.

Pam Butler, director of marketing for Gaming International, Inc., reports that one of these “Generation Xers” at Harrah’s in Lake Tahoe, Nevada, said, “I can tell that this casino wants my business if they are offering the WIN CARDS ‘Deal.’ If it were not for the instructional cards and the special chips, I probably never would have tried playing Craps.”

The WIN CARDS Program was designed for easy incorporation into any existing casino marketing effort or games instruction agenda. It can also stand alone, working as an enticement capable of introducing new players to the live action. "Either way, it works 24 hours a day, 7 days a week, 365 days a year to put people on the tables," points out company president, Ted Gottlieb.

The Deal

Casinos employing the program offer WIN CARDS Tri-packs containing credit card size cards for Blackjack, Craps and Roulette for \$10.00. In addition to the three table games instructional cards, WIN CARDS customers receive \$15.00 in special, non-negotiable chips and a \$1.00 'dealer's tip coupon.'

It Works

"WIN CARDS work. It's as simple as that," declares Chuck Taylor, casino manager at the Edgewater Hotel/Casino in Laughlin, Nevada. Having had the program in action for many years, Taylor is satisfied. "I like it a lot. It costs us nothing to operate, increases our casino revenues and it has proven to be very popular with new players. We have determined by tracking through our players club that this promotion is very beneficial."

In Las Vegas, Bart Pestrichello, vice president of casino operations at the Hard Rock, concluded from his previous experiences with the WIN CARDS Program, "It is the best method available in the gaming industry to put new players on the live games. This program absolutely does what it is supposed to do."

At the other end of the state in

Reno, Silver Legacy casino manager, Doyle Andrews, says "Since its introduction in March of 2004, our WIN CARDS Program has been successful; we're very pleased with it." He explains, "We target our non-gaming customers – businessmen, conventioners and skiers. WIN CARDS gets them out



Win Cards Generic Tri-Pack

of their rooms and down on the casino floor – gambling!"

Andrews also said that WIN CARDS are perfect for novice players. "We're getting a younger crowd of customers at our table games than has traditionally been the case, especially Craps," he said. "Young folks tend to be very social and Craps offers a team-like atmosphere where cheering and 'high five's' are fine and fun. As soon as these new players get their feet wet, they want to jump into the pool."

New Casinos

The Sands Regency Hotel/Casino is among the most recent properties to implement the

WIN CARDS Program. Executive director of casino operations, Jay Thiel, says "We've examined the program closely and talked to a lot of casino executives about their experiences with the WIN CARDS Program. We have determined that it has terrific potential and we are excited about its introduction in October."

Like Andrews, Thiel believes "young people are ready for the table games. They play machines, computer games...all the time. They want social interaction, live action, thrills and mostly, the challenge. The spinning reel and random events that Slots offer are not that attractive to this group. They're beginning to discover that table games are the real reality contest. We could have a table games revival on our hands – look what has happened to poker with its newly found popularity ushered in with tournaments and increased television/media coverage."

At the Slots-A-Fun Casino on the Las Vegas Strip, Ben Speidel, general manager, has been very impressed with the early returns from their newly introduced WIN CARDS Program. Although their name does not reflect it, Slots-A-Fun has a few dozen table games. Says Speidel, "Table games require promotion just like any other product or service that you are selling. The WIN CARDS Program gives us the ability to reach out and interest people in playing our table games who might have never tried them. Our players club is receiving a phenomenal number of new sign-ups as a result of the WIN CARDS Program."

Kevin Beaton, director of marketing for the Silver Club in Sparks, Nevada, has ordered the WIN CARDS Program for his property. "The Program is easy to understand

and follow. It has been around for a long time and it certainly has proven its worth. We think that it is going to be attractive to our casino visitors. It allows people to feel that it is okay to be unfamiliar with the games and it's all right to be a novice."

Cross-Marketing

According to Diane Arthur, casino manager at the Golden Phoenix Hotel/Casino in Reno, "The WIN CARDS Program does an excellent job of putting new players on the tables. It really helps us with cross-marketing, as a number of our slot players have told us that it gives them the opportunity and inspiration to check out the table games."

Arthur continues, "Our dealers love it. The dealer's tip coupon is a brilliant feature of this Program. The dealers appreciate being included and respond with enthusiasm and friendliness. Both our casino staff and our customers like the WIN CARDS Program. There is something in it for everybody. It truly presents casinos and their customers with a 'win-win' situation."

What's more, most people take their WIN CARDS home with them. They check them out; learn how to play and even experienced players check out their own playing strategies with the suggestions on the WIN CARDS. This usually occurs in the privacy of their hotel rooms and homes. They are cherished as souvenirs of their gaming experience. "Many of those who acquire WIN CARDS in a casino show them to their friends and family. In effect, the casino's WIN CARDS customers become ambassadors for the casino, and sales people for their live games," reports Gottlieb.

Long-Term Success

Casino manager, Mike Couevas, at the Excalibur Hotel Casino in Las Vegas, is adamant about the long-term success of their Program. "The WIN CARDS Program is the best table games promotion that we have ever offered. Since 1999 when we first decided to try it out, over



Customized Avi Resort & Casino Win Cards



100,000 sets of the WIN CARDS have been sold. Since it is a pre-requisite for a customer to join our players club in order to purchase a set of WIN CARDS, each of these customers is now in our database available for tracking and follow-up marketing efforts."

Clearly, throughout the industry, the WIN CARDS Program is highly regarded. In

jurisdictions throughout the gaming world, it has proven to be an effective, efficient and economical way to promote table games action. Not surprisingly, over the years, the WN CARDS Program has been recognized with a number of prestigious honors including "Best Table Games Promotion," "Best Product/Service Award," and the "Excellence in Leadership Award."

The Bottom Line

According to tracking done through their players club a few years ago, Harveys in Lake Tahoe determined that the WIN CARDS Program is a Million Dollar Program. By selling an average of 30 sets a day, and calculating that those who purchased them lost an additional \$95, the WIN CARDS Program was directly credited with earning over \$1 million in additional revenue for the casino in just one year!

Chris Scott, general manager of the Golden Phoenix, may have summed it up best when he said, "I think that every casino that offers table games and is interested in the future of these games should have a WIN CARDS Program to assist in attracting and developing new players."

Newly designed, customized WIN CARDS for the Avi Resort/Casino in Laughlin, Nevada, will be featured in the "New Products Showcase" at the Global Gaming Expo '04 in Las Vegas, October 5-7. WIN CARDS will once again be on exhibit at booth number 385. ♣♦♥♠

Casinos Using the Win Cards Program

SOUTHERN NEVADA

Avi Resort & Casino - Laughlin
Boulder Station - Las Vegas
Buffalo Bill's Resort & Casino - Primm
Cannery Casino-Hotel - North Las Vegas
Circus Circus - Las Vegas
Colorado Belle Hotel & Casino - Laughlin
Edgewater Hotel Casino - Laughlin
Excalibur - Las Vegas
Fiesta Henderson Casino Hotel - Henderson
Fiesta Rancho Casino Hotel - Las Vegas
Four Queens - Las Vegas
Nevada Landing - Jean
Slots-A-Fun - Las Vegas
Sunset Station - Henderson
Whiskey Pete's - Primm

NORTHERN NEVADA

Boomtown Casino - Verdi
Circus Circus - Reno
Golden Phoenix Hotel Casino - Reno
Harrah's Lake Tahoe - Stateline
Harveys Resort and Casino - Stateline
Reno Hilton - Reno
Sands Reno - Reno
Siena Hotel Spa Casino - Reno
Silver Club - Sparks
Silver Legacy Resort Casino - Reno

OTHER JURISDICTIONS

Casino Nova Scotia - Halifax, Nova Scotia, Canada
Silver Reef Casino - Ferndale, Washington
Cities of Gold - Santa Fe, New Mexico
Santa Ana Star Casino - Bernalillo, New Mexico
Bally's Casino - Tunica, Mississippi

The Gaming Industry's #1 Casino Marketing Tool

Increase Your Casino Revenues with the Win Cards Program

Introduce the *next generation* of players to your Casino's Live Table Games with **WIN CARDS**.

The **WIN CARDS** Program works to reduce the intimidation factor and provides an efficient, cost-free method for introducing beginners to your games.

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



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 website www.wincards.com



WIN CARDS is on exhibit at Global Gaming Expo (G2E '04) in Las Vegas, October 5-7, 2004. Our Booth Number is 385.