

Big Link Bingo – Promotion

Working Together – Delivering Solutions

In an effort to respond to the marketing climate and the trading challenges we are facing, our Partner, *Ontario Lottery Gaming (OLG)* has, through the Big Link Bingo Game, created and designed a ***Must Go Promotion - \$C100k*** on the 21st September 2006.

Currently, Ms. Mary O’Neill and her Marketing team are putting together a comprehensive advertising campaign, which will be released once finalized within the next week. Mary understands the need to conduct external advertising to re-engage and create awareness among lapsed customers.

The objectives of this promotion are as follows:

- *Target Lapsed Customers*
- *Raise Awareness of the Bingo Product*
- *Reward Long Term Active Customers*

From the Commercial Operator position, we need to think about retaining and connecting with any customer who is re-engaged. For example, having extra staff on that evening to ensure we sign up lapsed players to the **Super Player Club** or internal player tracking system. In very simple terms, we need a plan.

Mr. Michael E. Orser and the Board are going to explore the opportunity of seeing whether we can reward the best performers with a prize. This will need further discussion with the OLG but, if possible, we wish to support our Partners initiative.

More details will follow shortly. However, we need to start thinking of how we are going to start promoting internally within the Gaming Centres. Clearly, a \$C100k must go prize will have an impact. Let's make sure we take full advantage of this opportunity.

If you are not in Big Link Bingo, I would encourage you to speak with Ron Ko straight away to see if we can get you in the game.

I would like to acknowledge the hard work of OLG *Bingo Division* - George Sweny, Ron Ko and Mary O'Neill. Their commitment to partnership has been consistent.

Peter McMahon
Chief Executive Officer

P.McM:sn
27-07-06