

Industry Communication

E-Gaming

Expansion of the Pilots

On Friday, the 2nd February 2007, the Provincial Government announced it would be expanding the current E-Gaming Pilots. In the announcement the Government recognized the importance of supporting the Bingo Industry in this Province.

I have enclosed for your reference a copy of the 'Government Announcement' in order that you can read through its content. The immediate direction is focused on the Windsor market but the next phases will include **discussion/consideration** to the Regions of Thunder Bay, Niagara Region, Sarnia/Port Edward, Cornwall and Mississauga.

I do wish to take this opportunity to acknowledge the hard work that has been undertaken by the OLG, and directly Mr. George Sweny's Bingo Division Team, who have continually worked to improve our understanding of this new partnership, test market, product approaches and the repositioning of the Bingo experience as a whole.

It has been both challenging and rewarding. The formation of the partnership and long-term relationship structures are the key indicators on whether we will be successful. The expansion of the Pilots offers a greater opportunity to learn more **valuable data** on how to engage our Customers and provide benefits to our Charities. Without question, the role of the Commercial Operator is critical in this partnership mix.

Should you have any questions, please contact me direct.



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