

For Immediate Release
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MCGUINITY GOVERNMENT GREENLIGHTS EXPANSION OF eBINGO PILOT *Bingo Revitalization To Help Sustain Industry And The Charities It Supports*

TORONTO – New eBingo pilots in Windsor and other identified communities will help to determine the next steps in achieving the long-term sustainability of the bingo industry and the thousands of local charities it supports, Minister of Public Infrastructure Renewal David Caplan announced today.

“As a government, we recognize the importance of supporting the bingo industry across the province,” said Caplan. “It is a significant source of revenue for a wide variety of charities and community organizations, all of which make a positive difference in the lives of Ontarians.”

Bingo revitalization is part of Ontario’s Gaming Strategy announced in January 2005. The objective of the Bingo Revitalization Program is to try to preserve and enhance the charity bingo industry that supports thousands of grassroots not-for-profit organizations.

“Using new technology and new ways of playing are critical to attracting new bingo players and ensuring a sustainable industry that supports our local charities,” said Windsor West MPP Sandra Pupatello. “That’s why I’m pleased that the government is working to preserve and enhance the charity bingo industry in Windsor, and across Ontario.”

The first phase of the eBingo pilot included sites in Barrie, Kingston, Peterborough and Sudbury. Initial results are encouraging with revenues exceeding targets, but more testing is required. However, more work remains to be done to ensure that the eBingo model is viable, so the current pilot is being extended.

For the next phase, the Ontario Lottery and Gaming Corporation (OLG) is looking at a number of new market areas, with Windsor being the first. Consultations in Windsor will begin immediately. Other market areas under consideration include Thunder Bay, the Niagara region, Sarnia/Point Edward, Cornwall and Mississauga. Additional pilot sites will allow OLG to assess eBingo under different market conditions including competition from cross border venues, different regional conditions and varied market sizes.

“Our government is committed to supporting our charities and municipalities,” said Dwight Duncan, MPP, Windsor/Tecumseh. “I am thrilled that Windsor has been identified as an important region to test this program to revitalize charity bingo gaming.”

Electronic bingo or eBingo allows players the option of using electronic touch screens or the traditional paper-based bingo cards. The playing experience is further improved through the creation of exciting and attractive environments with an increased emphasis on customer service and the promotion of benefiting charities.

The Ontario government is also working to help the bingo industry and the charities they support through:

- A new charitable bingo revenue model to be implemented in spring 2007

- Reforms to the Liquor Licence Act that will allow bingo hall operators, as a pilot project, to sell and serve liquor on their premises for a period up to September 30, 2009, as part of the implementation of the new revenue model.

OLG is the provincial agency, reporting to the Minister of Public Infrastructure Renewal, responsible for province-wide lottery games, linked bingo games, commercial and charitable casinos, and the operation and management of slot machine facilities at horse racing tracks. With revenues of \$6 billion and more than 20,000 employees and associates, OLG is one of North America's leading gaming enterprises.

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