

Memo to: Contributing OBDF Members

From: OBDF Board of Directors

Date: March 4, 2010

Re: Evaluation of *Gametime Bingo Branding & Rev up the Fun Promotion*
Consumer Research Tool Kit

We are *very pleased* to provide our contributing OBDF members with the evaluation results of the recent Gametime Bingo Branding & Rev up the Fun Promotion. Attached for ease of reading is a summary report with the very detailed report being available on request through the OBDF office.

Also attached is a user friendly Marketing Research Tool Kit summarizing the detailed findings from the Pollara consumer/market research carried out last year. In this guide you will find key information about the bingo consumer and tips on how to utilize the materials.

If you have any questions about either of these resource documents please direct them to Marian Magrane our Project Manager for these successful initiatives. (mmagrane@sympatico.ca)

Next week, the OBDF Board will be communicating the results of the participation request that was recently sent out along with a financial update. If you have not responded to the proposal for the continued branding of charitable bingo in conjunction with a \$100,000 monthly game, please do so immediately. Participation is growing and the deadline in order for the Board to make a commitment to proceed is Friday, March 5th. Please respond to obdf@rogers.com or call (416) 214-9677.

There have been some questions about contributions – delinquent and requests for the return of past contributions. To take part in OBDF initiatives, participants must be *current* in their payments to the Fund. Past contributions will not be returned as they were contributed under the direction of the Registrar and significant monies to brand and promote the industry have been spent.

We look forward to working with you to improve the charitable bingo industry.