



May 13, 2010

## **Gametime Big Win Bingo off to a great start!**

We, the Board of Directors, would like to thank all of the Gaming Centres for submitting their performance reports from the inaugural **Gametime Big Win Bingo** game so promptly!

As noted in last week's bulletin, the **early results** were very promising; now that all 33 Centres have submitted performance reports we can confirm that the final results were equally positive.

Following, are the highlights:

- Total attendance across the 33 participating Centres for the evening session on May 1, 2010 was 6,814, which represented a **+39% increase** vs. the same session in 2009. It is noted, however, that two of the Centres did not have Saturday evening sessions during May 2009; if these Centres are removed from the analysis, the increase for comparable Centres was +34%.
- Within this +39% average **growth rate**, there was a wide range of results:
  - three Centres reported very modest (less than 5%) attendance declines vs. 2009;
  - ten Centres reported increases between +1% and +20%;
  - seven Centres grew their attendance by +21% to +40%;
  - four Centres experienced increases between +41% and +60%;
  - two Centres reported growth of +61% to +80%;
  - five Centres reported +80% increases (including three Centres that experienced +100% growth).
- On a consolidated average basis, customers purchased **4.31 Gametime Big Win Bingo** strips, with 16 Centres reporting that average purchases were between 4-5 strips. Within the overall average of 4.31, purchases ranged from a low of 3.26 strips to a high of 6.47.

These results are **extremely encouraging** for a brand new game and we look forward to attracting even more players as awareness for **Gametime Big Win Bingo** increases. To that end, the radio commercials for the June 5, 2010 game will begin airing the week of May 31. We would also remind you that print creative templates are available – at no charge – should Centres wish to purchase newspaper ads in their local papers.

Following, is the access information for the creative templates:

<ftp://torfiles.intra.extremegroup.com>

Username: obdf

Password: gametime1

Arrow Games have advised that they will be shipping June paper during the third week in May so all Centres should receive their supplies before the end of the month.

Wishing you continued success with ***Gametime Big Win Bingo!***

OBD  
**Board of Directors**