



August 25, 2011

Continued Growth for Gametime Big Win Bingo!

In spite of the great summer weather, the August 6th **Gametime Big Win Bingo** event continued to attract a strong player base.

There was one winner for the August game – Agnes Murphy from Forest City Bingo in London. Congratulations to Agnes, as well as the staff and charity association at Forest City Bingo! Since its May 2010 launch, 18 different centres have hosted at least one **Gametime Big Win Bingo** winner.

Following, is a summary of the performance for both August 6th and YTD 2011.

August 6th Performance

- Attendance for the **Gametime Big Win Bingo** session was 5748, which represented a **+6%** increase vs. the same session in 2010. Importantly, this growth cycled a +43% increase in attendance for the August 2010 event vs. 2009.
- As detailed below, there were some variances to the average increase:
 - Thirteen centres reported flat or decreased attendance vs. August 2010
 - Seven centres experienced attendance increases of +1% to +20%
 - Three centres reported growth between +21% and +40%
 - Two centres experienced increase of +41% to +60%
 - Two centres experienced growth between +61% and +80%.
- A total of 33,985 strips were played during the August game, and the average number of strips played was 5.9. The average number of strips played ranged from a low of 3.2 to a high of 8.7.

2011 Performance

Following, is a summary of the 2011 Performance for **Gametime Big Win Bingo**:

Month	Attendance*	Attendance vs. 2010	# of Strips Played	Avg Strips/ Attendance	# of Winners
February	5786	+45%	34,512	6.0	3x\$33,333
March	6254	+56%	37,815	6.0	1x\$100K
April	6498	+74%	38,058	5.9	1x\$100K
May	5752	+10%	34,571	6.0	1x\$100K
June	5850	+4%	35,706	6.1	1x\$100K
July	8325	+15%	46,591	5.6	1x \$100K
August	5748	+6%	33,985	5.9	1x \$100K
Total	44,213	+27%	261,238	5.9	

* Feb = 28 Centres, Mar = 26 Centres, Apr-June/August = 27 Centres, July = 40 Centres

We have received a lot of positive feedback on the quality of the sound during the August 6th game and would like to thank all of the centres for their diligence in keeping the phones muted. It really made a tremendous difference to the delivery of the game!

All centres should have received their September paper with the August shipment. If you did not receive it, please contact your Arrow CRS immediately. As always, local radio has been booked to air during the week leading up to the September 3rd game.

We will be welcoming the players, staff and charities of Bingoland South to the September event. As you may recall, Bingoland South participated in the July 2nd trial game – and hosted the winner for that event!

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

OBD
Board of Directors