



July 20, 2011

Gametime Big Win Bingo: 40 Centres...8325 players...1 winner!

The July 2nd **Gametime Big Win Bingo** set a number of records in the game's history:

- 40 centres – the most ever – participated
- 8325 players joined us for the event – 818 more than the previous record set in November 2010
- 46,591 strips were played – 7172 more than the previous record set in November 2010.

There was one winner of the \$100K jackpot for the July event – Renee Miehm, from Bingoland South, Nepean. Congratulations to Renee as well as the staff and charity associations at Bingoland South!

Following, is a summary of the performance for both July 2nd and YTD 2011.

July 2nd Performance

- As noted above, 40 centres participated in this event; 27 member centres and 13 trial participants.
- Attendance for the **Gametime Big Win Bingo** session was 8325, which represented a **+18%** increase vs. the same session in 2010. Since one of the trial centres did not hold a Saturday evening session in 2010, the increase in attendance on a comparable basis was +15%.
- Amongst member centres, attendance increased +13% vya. Importantly, this +13% increase in attendance is on top of the +43% reported by centres for July 2010 game vs. the comparable session in 2009 (i.e., prior to the launch of **Gametime Big Win Bingo**).

For the 12 trial centres that held a comparable session in 2010, attendance increased by 20%.

- As detailed below, there were some variances to the average increase:
 - Thirteen centres reported flat or decreased attendance vs. July 2010
 - Fourteen centres experienced attendance increases of +1% to +20%
 - Five centres reported growth between +21% and +40%
 - Three centres experienced increase of +41% to +60%
 - One centre experienced growth between +61% and +80%
 - Three centres reported a +80% increase in attendance.
- A total of 46,591 strips were played during the July game, and the average number of strips played was 5.6. The average number of strips played was generally higher (6.0) in member vs. trial centres, largely because more of the member centres have programmed **Gametime Big Win Bingo** into their PBVs.

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
Total	38,465	+29%	227,253	5.9	

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

As you know, there were operational challenges with the July 2nd. As promised in the July 4th correspondence on this issue, an operational review has been conducted and some recommendations/guidelines will be communicated to all participating centres prior to the August 6th event. We would like to take this opportunity to say thank you for all of your input into this review – your candor and suggestions were very valuable and highly appreciated.

Arrow Games will be shipping paper for the August and September events before the end of this month. If you do not receive it by August 1st, please contact your Arrow CRS immediately. As always, local radio has been booked to air during the week leading up to the August 6th game.

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

OBD
Board of Directors