



June 20, 2011

Gametime Big Win Bingo Continues to Attract a Following!

As we head into our long-awaited summer the results from the June 4th Gametime **Big Win Bingo** event indicate that the game continues to attract a solid player base.

The latest \$100K winner was Guy Lafond, from Timmins City Bingo, bringing the total number of centres that have hosted at least one winner to 17. Congratulations to Guy as well as the staff and charity associations at Timmins City Bingo!

Following, is a summary of the performance for both June 4th and YTD 2011.

June 4th Performance

- Attendance for the **Gametime Big Win Bingo** session was 5850, which represented a **+4%** increase vs. the same session in 2010. As noted in previous bulletins, **Gametime Big Win Bingo** has reached the stage where it is cycling last year's significant attendance increases (i.e. the June session was +57% vs 2009). It is not surprising, therefore, to see much more modest increases at this stage. Encouragingly, many centres continue to report attendance growth, and players continue to be playing multiple strips.
- As detailed below, there were some variances to the average increase:
 - Fifteen centres reported flat or decreased attendance vs. June 2010
 - Four centres experienced attendance increases of +1% to +20%
 - Six centres reported growth between +21% and +40%
 - One centre experienced increase of +41% to +60%
 - One centre experienced growth between +61% and +80%
- A total of 35,706 strips were played during the June game, and the average number of strips played was a record high 6.1. This average number comprised a low of 3.6 to a high of 9.0.

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
Total	30,140	+33%	180,662	6.0	

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

July 2nd Game

As you know, the OBDF invited non-members to participate, on a trial basis, in the July 2nd ***Gametime Big Win Bingo*** event. A total of 14 centres responded positively to this opportunity; as such, a record number (41) of centres will be participating in this particular game!

The trial centres have been provided with posters in order to promote the event in-house. They have also been provided with generic versions of the radio commercials should they wish to (i) air the spots in-house and/or (ii) purchase their own radio on a local market basis. For members, local radio will run in each participating centre's market for the week leading up to this game.

All centres should have received their July paper with the June shipment. Please check your supplies and contact your Arrow CSR with any issues.

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

OBDF
Board of Directors