

November 24, 2011



Congratulations to Diane Greig and Meadowvale Bingo!

Pictured above is Diane Greig, the lucky winner of the November 5th **Gametime Big Win Bingo** event. Diane was just one of 7098 players who attended this event – the highest attendance for a members-only event in May 2011. Congratulations to Diane, as well as the staff and charity association who hosted her at Meadowvale Bingo, Mississauga!

Following, is a summary of the performance for both November 5th and YTD 2011.

November 5th Performance

- As noted above, attendance for the **Gametime Big Win Bingo** session was 7098, which was the highest level achieved for a members-only event in 2011. This level of attendance represented a **+10%** increase vs. the same session in 2010 which, importantly, was the highest month for all of 2010.
- As always, there were some variances to the average increase:
 - Thirteen centres reported flat or decreased attendance vs. November 2010
 - Eight centres experienced attendance increases of +1% to +20%
 - Two centres reported growth between +21% and +40%
 - Six centres experienced growth between +41% and +100%.

- A total of 42,356 strips were played during the November game, which set yet another record for a members-only event! The average number of strips played was 6.0, and ranged from a low of 3.4 to a high of 8.3.

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%	37,824	6.0	1x\$100K
April	6508	+74%	38,078	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
September	6223	+1%	36,984	5.9	1x \$100K
October	6924	+3%	40,917	5.9	1x \$100K
November	7098	+10%	42,356	6.0	1X \$100K
Total	64,468	+18%	381,524	5.9	

* Number of Centres : Feb/Sept = 28, Mar = 26, Apr-June/August = 27, July = 40, Oct = 30, Nov = 29

The next event will be held on Saturday, December 3rd. Paper for this game will be shipped during the week of November 21st, and should be in all centres by the end of the month. Please note that in order to comply with AGCO audit requirements, the smallest case size that will be shipped for the December event will contain 3000 strips.

All participating centres will receive local radio support during the week of November 28th.

Wishing all of you much success with the final 2011 **Gametime Big Win Bingo** event!

OBDF
Board of Directors