



August 23, 2010

## 'Dog days of summer' no match for Gametime Big Win Bingo!

On Saturday, August 7<sup>th</sup>, JuliAnn Derrough from St. Thomas Bingo Country became our latest \$100K winner. Congratulations to JuliAnn, as well as the staff and charity members at St. Thomas Bingo Country!

### August 7<sup>th</sup> Performance

- **Gametime Big Win Bingo** attracted 6399 players, which represented a **+43%** increase vs. the same session in 2009. Since two centres did not run Saturday sessions in 2009, the increased attendance, on a comparable basis, was **+36%**.
- As has been the pattern since launch, there were some significant variances to the +36% average:
  - Three centres reported attendance declines of -4%, -21% and -33%
  - Two centres grew their attendance by +1% to +20%
  - Nine centres reported growth between +21% and +40%
  - Eight centres experienced increases of +41% to +60%
  - Three centres experienced growth between +61% and +80%
  - Six centres reported +80% attendance, of which **three at least doubled their attendance and one reported a 211% increase!**
- Overall attendance for August 2010 was 3.6% higher than July 2010, with 22 centres reporting improvements to their attendance vs. the previous month.
- A total of 28,577 strips were played during the August game, which represented a 3.9% increase compared with July. Based on these results, sales of **Gametime Big Win Bingo** strips passed the 100K mark in August! The average number of strips played remained fairly flat, at 4.4 and ranged from a low of 3.4 to a high of 5.7.

### May – August Performance

- Following, is a summary of the game's performance since launch:

Month	Attendance vs. 2009*	# of Centres with 100%+ Increase	# of Strips Played	Avg Strips/ Player	# of Winners
May	+34%	3	29,408	4.3	5x\$20K
June	+57%	9	31,413	4.5	1x\$100K
July	+37%	4	27,513	4.4	1x\$100K
August	+36%	3	28,577	4.4	1x\$100K
Total	+41%	19	116,911	4.4	8

\*31 centres

The next ***Gametime Big Win Bingo*** event is scheduled for Saturday, September 4<sup>th</sup>. Since that will fall on the Labor Day weekend, we encourage you to actively promote the game in centre throughout the week leading up to the 4<sup>th</sup>. As always, the OBDP-funded radio will air in all participating markets, during the week of August 30<sup>th</sup>.

Arrow is planning to ship the September paper later this week so all centres should receive their supply by August 31<sup>st</sup>. If you do not receive it by then, please contact your Arrow CSR asap.

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

OBDP  
**Board of Directors**