



June 23, 2010

June 5 Performance Report

We have now received the June 5th performance reports from all participating **Gametime Big Win Bingo** centres and wanted to share a more detailed analysis with you. As indicated in our June 14th bulletin, the results were very impressive. Following, are details:

- **Gametime Big Win Bingo** attracted 6891 players in June – or **+63% more players** than for the same session in 2009. Since there were two centres that did not hold a comparable session in 2009, the attendance increase based only on the 31 centres that did have a comparable session was +57%.
- In 2009, attendance for the first Saturday in June was -14% vs. the first Saturday in May; in 2010 that trend was reversed, with attendance up by +1% vs. May. In all, 20 centres reported attendance increases for June 2010 vs. May 2010.
- Within the comparable average increase of +57% there were – as was the case in May – some significant variances:
 - Four centres reported attendance declines vs. June 2009, ranging from -21% to -2%
 - Two centres grew their attendance by +1% to +20%
 - Three centres experienced increases between +21% and +40%
 - Six centres reported +41% to +60% attendance growth
 - Two centres experienced growth between 61% and 80%
 - And, last but not least...14 centres experienced attendance increases of +80% vs. year ago. Included in this group were **9 centres that more than doubled their attendance** vs. last year!
- In addition to attendance growth of +1%, sales of **Gametime Big Win Bingo** strips increased by +5% vs. May. On average, players purchased 4.5 strips – as compared to 4.3 strips in May. Interestingly, average strips in June increased in 23 of the 33 participating centres, and 10 centres reported 5+ average strips played.

September-December Paper

As communicated previously, we will need to place the September-December paper order with Arrow within the next few weeks.

Before we place that order, we wanted to give centres the opportunity to change their quantities should they choose to do so. As well, we have negotiated with Arrow to make 2 different cuts/case configurations available. These are:

- 3V cut, packed 3000 strips to the case (the current configuration)
- 12V cut, packed 750 strips to the case (which may be useful for those centres that will be using PBVs as of September).

Please note that in order for Arrow to maintain a proper auditing process, partial cases cannot be ordered. If your centre wishes to have both 3V and 12V cuts, therefore, you will need to order at least 1 full case of each.

If you centre would like to make any changes to its current paper order, please advise magrane@sympatico.ca by June 30, 2010. Please note that if change requests are not received by June 30, your centre will continue to receive the same quantities as it has received for the May/June games.

July 3rd Paper

All centres should have paper for the July 3rd game; in many cases, this was inadvertently shipped in late April. Please check your supply to ensure that you do, indeed, have July 3 paper. If there are any issues with your paper supply, please contact your Arrow CSR asap.

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

OBDP
Board of Directors