



October 14, 2010

Another banner month for *Gametime Big Win Bingo* in October!

The October 2nd game was another banner month for *Gametime Big Win Bingo* on a number of fronts:

- Seven winners, from four different centres
- Highest attendance to date
- Record number of strips played

Before looking at the performance metrics, congratulations to the four bingo centres that hosted one of the lucky seven winners:

- Delta Bingo Mississauga – Ann Mae Saunders, Diana Comlekcier, Minnie Micallef, and Rose Micallef
- Delta Bingo St Clair – Josefina Vilchez
- Lucky Days Bingo London – Sharon Parson
- Owen Sound Community Bingo – Joan Blackburn

Since May, nine of the 33 participating centres from across the province have had at least one winner – and with the October win, Lucky Days Bingo became the first centre to have hosted a winner on more than one occasion.

October 2nd Performance

- *Gametime Big Win Bingo* attracted a record 7369 players, which represented a **+53%** increase vs. the same session in 2009. Since one centre did not run Saturday sessions in 2009, the increased attendance, on a comparable basis, was **+49%**.
- As detailed below, there were some variances to the average increase:
 - Two centres reported attendance declines vs. year ago of -12% and -26% respectively
 - One centre grew its attendance by +13%
 - Eight centres reported growth between +21% and +40%
 - Eight centres experienced increases of +41% to +60%
 - Three centres experienced growth between +61% and +80%
 - Ten centres reported +80% attendance, of which six more than doubled their attendance
- Overall attendance for October 2010 was 2% higher than September 2010, with 18 centres reporting improvements to their attendance vs. the previous month.
- A total of 35,712 strips were played during the October game, which represented a 12% increase compared with September. This increase was a function of both the higher number of players as well as the fact that a number of centres made *Gametime Big Win Bingo* available on their PBVs. The average number of strips played also higher this month, at 4.8, and ranged from a low of 3.2 to a high of 6.5.

May – September 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
September	+66%	5	31,939	4.4	1x\$100K
October	+49%	6	35,712	4.8	7x\$14.3K
Total	+45%	30	184,562	4.5	16

*31 centres May-Aug/32 centres Sept-Oct

The next **Gametime Big Win Bingo** event is scheduled for Saturday, November 6th. Arrow Games shipped the paper for this event late last week, so you should receive it within the next day or so. If you do not receive it by Friday, October 15, please contact your Arrow CSR. Also, if there are any changes to your emergency contact numbers for the November 6th event, please advise Connie Drossos (obdf@rogers.com) by November 4th.

Finally, we would like to take this opportunity to remind all centres of the importance of keeping their phone lines on mute during the entire time that the game is being called. When even one centre does not mute its phone line, every participating centre (as well as the Bingo Control Centre) hears all of the noise from the centre that has its line open. This makes it very difficult for many centres to hear the game being called – and could result in someone missing a winning number. We would ask, therefore, that all centres be very vigilant about this for future games.

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

OBDF
Board of Directors