

# **Greetings All!**

Well, summer is here and as usual there are some hot goings-on in the world of IGT video poker.

The Austin Powers™ Poker game is hitting the streets and enjoying some early success. Just wait until the new movie "Goldmember" gets out there. I suspect we'll all benefit from the studio's million-dollar ad campaign! You know the old line, "Half of our marketing budget is a waste — wish I knew which half…" At least it'll be Hollywood's!

We're taking a hard look at Double Down Stud Poker, a successful and hardy Anchor Gaming poker game, and are considering making it available on the Game King platform. Despite this game being relegated to the Player's Edge-Plus platform, there are still quite a few players around the country who won't give it up. We're thinking that with multi-denomination features,

touchscreen convenience, bill acceptors, tickets, and progressive capabilities, this game can hold and even grow its base of loyal players. After all, it's had longer legs than Anna Kournikova, and not many games these days can claim that. There's more inside, including a chance to voice your opinion about features you'd like to see in this game.

We're gearing up for the Global Gaming Expo (G2E) gaming show and are looking forward to showing off some twists on old games, as well as some brand new games, unlike anything we've ever done before. Keep an eye out for the show edition of *Slot Line* for more information on our poker games, and all the other great offerings from the rest of the gang at IGT.

We're all scrambling to get our exciting new games together for the new, consolidated Global Gaming Exposition (G2E) scheduled for September 17-19. We'll be showing some old games with new twists, like the *Triple Play Blackjack* and *Triple Play Double Down Stud* Poker games, as well as introducing progessive capabilities to our *Fifty Play Draw Poker* and *Hundred Play Draw Poker* games to encourage maximum wagers and address the one-line/one-coin loiterers we've heard about.

All of us in the Video Poker Development group wish you a safe and happy summer. We appreciate your frequent e-mails and comments on this publication, and hope you'll keep reading and sending us suggestions. As always, we look forward to your input, feedback and poker tales!

All the best,

Mile Files

Mike

Summer

2002

Inside The INSIDE Straight

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Test Your Knowledge of Deuces Wild Bonus Poker



**Get In On The Action** 



The Smoke and Mirrors
Behind Hit Frequency



WinPoker



Profit More from Video
Poker – Part One



Stop the Pain



New *EZ Pay*™ Installations



Design the Ultimate Stud Poker Game







In the last issue, I presented five easy hands in the *Deuces Wild Bonus Poker* game – where the correct answer varied because of the pay schedule. I've applied the same format to five more hands for Part Two of this test. These are a little tougher than last time, but not much.

As before, let's use two common all-across-the-country pay schedules. These different pay schedules return almost

	4-4-3	5-3-2
Royal Flush —————	<del></del>	800
Four Deuces —	<u> </u>	200
Royal Flush w/ 2	<del></del> 25 <del></del>	<del></del> 20
5 of a kind —	<del></del> 15 <del></del>	<del></del> 12
Straight Flush —————	<del></del> 9 <del></del>	<del></del> 9
4 of a kind —	<del></del>	5
Full House —————	<del></del> 4 <del></del>	—— з
Flush —	3 —	2
Straight —	<u> </u>	<del></del> 2
3 of a kind —————	<del></del> 1 <del></del>	<del></del> 1
Optimal Return —	— 98.91% —	— 98.94%

exactly the same amount – but the play of the hands is decidedly different.

The biggest reason behind the strategy change-up is the differences in the returns shown in the highlighted area. The first game is labeled 4-4-3 because of its returns in this area, and the second game is labeled 5-3-2.

The dollars and cents amount shown in the answer section relates to how much an error is worth — assuming you're playing for dollars with maximum coins bet. Now put on your green poker visor and think "Strategy" as you play each of these hands against each of the pay schedules. (Note that no suits are shown for wild deuces, as these cards are an exact substitute for any other card of any suit.)

Q1:	2 5♥ 7♥ 8♥ 9♠ (straight)
Q2:	—————————————————————————————————————
Q3:	A♣ 3♣ 4♣ 8♥ J♠
Q4:	2 A♠ Q♠ <b>7♥</b> 4♣
Q5:	4♥ 6♥ 8♥ 7♣ A♦
	(Answers on page 7)

### **Get In On The Action**

*The Inside Straight* newsletter is published four times per year. Because lots of things can happen in the world of video poker between issues, we've implemented *The Inside Straight* E-Updates, an e-mail update service we think you're going to like.

Quite simply, when something of genuine importance comes up, we'll send a brief, factual, and timely E-Update to your e-mail address. These updates may cover just one topic, or a half-dozen if news warrants.

When appropriate, we'll include hot links that will take you to

in-depth articles on the subject at hand, new product information, company news releases... and more.

E-Updates is a free service with no strings attached. You may unsubscribe at any time and receive double your money back! Your e-mail address is safe with us, too; we'll never sell or share it with anyone outside of IGT and Action Gaming. Subscribe now. Just send your name and e-mail address to us at <a href="IGTMarketing@IGT.com">IGTMarketing@IGT.com</a>, and put "Subscribe to *The Inside Straight* E-Updates" in the subject line. That's all there is to it!

## Rollin' On the River



To serve the growing Midwest market more effectively, our St. Louis operation will move to Maryland Heights in July, along the banks of the Missouri River. The spacious new building includes more than 13,470 square feet of modern office space, a huge warehouse area, and a first-class showroom where we'll display the latest and greatest IGT games.

The office has a grand view of Harrah's Casino and the UMB Bank Pavilion, while the Ameristar Casino is less than two miles away. From this location we'll be able to service our Midwest customers more efficiently, and may even get to enjoy some of the outdoor summer concerts at the Pavilion!

Please make a note in your address book — a reminder of the move that's planned for mid- to late-July. We'll send out a formal announcement before the last moving van is loaded. Plans are already in the works for a gala open house party, so stay tuned! The new address will be:

3100 Riverport Tech Center Drive Phone: (314) 652-2003 Maryland Heights, MO 63043 Fax: (314) 652-2251



# The Smoke and Mirrors Behind Hit Frequency By Mike Fields

I was playing video poker the other day — my usual 10/7 *Double Bonus Poker* game of course, where our neon city's lack of trees is made up for by the number of full-pay schedules dotted around town. I was dealt a three-of-a-kind three times within about 10 hands. "Wow," I thought as the second one popped up, "All I have to do is convert this one and I'll get out ahead." Yeah, sure.

Well, since I told you I was dealt three three-of-a-kinds, it clearly didn't happen then. Nor on the third shot. Up and down, up and down – just another day at my local video poker hall.

What the situation did do is start me thinking about how frequently dealt hands actually convert to a winning combination. After spending a number of years in sales, I was brainwashed in sales training course after sales training course that nine "Nos" get you to that 10th "Yes." "Persevere." "100 calls per week get you 10 Yeses." "Skip Happy Hour and make a sales call instead at 5:00 p.m. on Friday."

Well I really did buy into that program... except for the Friday Happy Hour part. Anyway, I began wondering, "What's the related program for poker? Just how much pain will I suffer, on average, to convert my three-of-a-kinds to four? How long before my two pair turn into full houses and give me some breathing room?"

Well, I'm not the Amazing Kreskin, but let's break a few mirrors and blow away some of the smoke surrounding basic draw poker to reveal what your chances are of converting a promising hand to a winning one.

To explain the numbers, here is an example:

"Turning one pair into four-of-a-kind .......360"

This means there is a one in 360 chance (on average) of getting a four-of-a-kind when the player holds one pair.

#### Improving pairs

Turning one pair into two pair	6
Turning one pair into three-of-a-kind	9
Turning two pair into a full house	12
Turning one pair into four-of-a-kind	.360

#### Improving three-of-a-kind

improving inree of a kina			
Turning three-of-a-kind into a full house 10	6		
Turning three-of-a-kind into			
four-of-a-kind24	4		

#### Flushing out flushes

Drawing one	card to make a flush	5
Drawing two	cards to make a flush2	4

#### Getting 'em straight

Drawing one card to an open-ended
straight6
Drawing two cards to a open-ended
straight23
Drawing one card to convert an inside
straight12

#### Grab 'em and cash out hands

Drawing one card to an open-ended st	straight flush 24
Drawing one card to a royal flush	47

Remember the next time you're playing that it's just a numbers game and eventually you'll get yours. What's funny is that when you play a *Triple Play Draw Poker* game and try and keep up with this, it adds another element of interest, I assure you!

Poker rules!

From the foremost expert on video poker strategy comes the #1 selling video poker software on the market:

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# Profit More From Video Poker - Part One



Profit. That's the point, right? That's what we're expected to generate for our respective companies. One of the easiest and often shortsighted ways of mak-

ing money is raising the price. In the gaming world, we simply increase the hold percentages or, in the world of video poker, tighten up the paytables.

I've often found this a fascinating phenomenon given that video poker is the only game on a casino floor where you actually tell the player the price of the game. In some cases, daring them to give it their best shot and in others, insulting them with awful paytables that make the games hardly worth playing. In this first installment of a special two-part series for *The Inside Straight*, we'll explore some of the things you can do to capture those hidden profits that may be eluding you.

The funny thing about poker players is that, like blackjack players, they are assaulted with "experts" and "pros" who tell them how to play, and how to be an expert. "Buy my software." "Buy my strategy cards." The messages are everywhere. Do these products help? Absolutely, but not necessarily in the way you might expect.

To truly play optimal strategy, or count cards, you need to have mental discipline, focus, patience, a substantial bankroll, a willingness to go unwashed for hours for as little as \$60 an hour, all while inhaling second hand smoke and abstaining from drinking... on purpose! Anyone for a root canal while we're at it?



Let's be realistic – that excludes most of us right away. While a rare few truly become pros, what the Skip Hughes and Bob Dancers of the world do is improve players' skills, improve their awareness and confidence, and teach them how to recognize good pay schedules from bad. Hint: there are lots of smart shoppers... now more than ever before!

So if there are herds of players out there who are "OK" gamblers, who know how to shop paytables, and are willing to take a shot if you give them a good gamble, how can we make more money from them without just copping out and tightening pay schedules?

Here are some ideas and observations from my travels and playing experiences around the country, some learned the hard way, and some direct from Velma and Betty, two sisters I once spent an afternoon smoking with, even though I'd never once tried a cigarette.

#### Volume

Playing video poker without sound is like eating a big, juicy steak with a head cold. Without the smell of that tender beef wafting through your nose, you lose half the pleasure. Game sounds



don't have to be loud and obnoxious, but they ought to be at least audible. It's those little chirping noises and the bell ringing that occurs with 3-of-a-kinds and flushes that make us feel like we've done something good. Remember Pavlov's dog? Make sure your players get their stimulus and reinforcement!

Many players get on a roll, racing through their games. Without the sound to remind them to slow down and hold that high pair, often they blow right through it. "Good," you say, "gets the hold percentage up." Well, not exactly. Before long, they'll notice and they'll become frustrated or even angry. While your hold goes up — briefly — they get tired and move on sooner, or they have a less-than-optimal play experience that may give them reason enough to play elsewhere next time. Remember, these are superstitious creatures, filled with foibles and habits that are tough to understand, but real nonetheless.

#### **Touchscreens**

On a recent trip I was horrified to check a dozen bar-top games and find two touchscreens not working, and another three that were so miscalibrated, I couldn't get the game I wanted. I hit Double Bonus and got Jacks or Better. I felt like the game had its own mind, and I didn't want any game determining what I was going to play! If it could tell me the game it wanted me to play, it probably had an inordinate control over what cards I was going to get. Too much like a Stephen King novel for me... I walked. Would an occasional sweep of touchscreens cost that much? That depends. If a player walks, think what it costs not to check the screens.



#### **Bill Validators**

For goodness sake, take my money, please. Same trip. I moved down the bar three positions before I found a bill acceptor that would take my money. The bartender says, "They're always down. Right nuisance, ain't it?" "Yes," I said, as I thought to myself, "Wouldn't

it be novel if he called the floor people and got them fixed before more people decided that Fate is telling them to gamble elsewhere?"

Seriously, if servicing the customer is the goal, then find a way to connect the dots between bar staff, floor staff and fixer-types. The bartenders would get tipped more if they took better care of their players, right? So start there.

#### **Multi-Denomination**

Assuming your casino has discovered the wonders (and profits) of multi-denomination gaming, here's one that surprises me:

Ask a slot director what the casino's hold percentage is on nickel games, and he or she will tell you "x." Ask the same about quarters and she'll say "y." Dollars, she'll tell you "z."



Now ask this same person to look at their poker pay schedules and you'll see (usually)

the exact same paytable for <u>every</u> denomination. So in the poker world, a nickel player wagering a mighty 25¢ a pull gets the same gamble as a dollar player popping \$5 a crack. Oh the injustice! It just seems <u>wrong</u> to me. You don't treat your reel players this way, do you?

Are you leaving money on the table? Or short-changing your better players? I'd suggest that casino operators look at wager-per-pull to determine the value of the player and the gamble they deserve. Why not reset a bank of machines and see what happens?

#### Multi-Denomination – Take Two

There are a number of jurisdictions where multi-denomination gaming is approved, but hasn't been installed. While visiting casinos in one such jurisdiction recently,

I inquired about the lack of this feature and was repeatedly told by local operators, and even suppliers, "These are simple people... farmers and fishermen. We don't want to confuse them."

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tized I'd tray-

Whaaaat? After becoming dizzy, falling and striking my head, I realized I'd traveled back in time to the eighties and nineties where I'd heard simi-

lar statements... "Don't take the slot handle away, they won't play." Or this one about bill acceptors: "They'll never put actual

cash in a machine." Or the multi-game controversy, "More than one game in a box? Are you crazy? Don't confuse them."

Then there was the denomination controversy, "Nickel games? Ha! You can't make money on nickel games." Or the latest in a string of technology-averse, change-resistant slot managers, "Tickets? No way! Players love to handle coins and hear the clanging in the tray." Have you looked around lately and seen the number of nickel games? Hey, if nickel games bothered you, you're going to just <u>love</u> the penny games that are cropping up everywhere. How about the pace of installed ticket games? Did you know that over 75 casinos have added ticketing systems, and that more than 39,000 machines are hooked up to tickets already?

Come on. Don't sell your players short. The pace of change in our business has never been about them, it's been about us. Players will always figure out how to enjoy their gambling pursuits and pastimes.

Poker players truly appreciate and use multi-denomination options. When they win, they move up in denomination. They do. Just watch. Set your pay schedules consistent with the denomination and wager-per-pull. Improve your earnings and give your players what they want: give them a better gaming experience. And make more money.

#### Multi-Denomination – Take Three

One very clever move I've seen in many places is raising the number of max coins per line, say from 5 to 10. While there are numerous other gambling jurisdictions besides Las Vegas – there, I said it – this strategy has been employed in a number of different market segments including tourist and local, and it seems to work very well. It gets that base wager up, and introduces a lot more excitement for

the player.



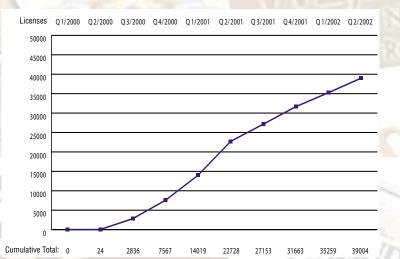
If you compare the phenomenon with slots, you're basically taking a lower base denomination and doubling the wager. A max bet on a nickel poker game goes from  $25\mathfrak{e}$  to  $50\mathfrak{e}$ , and so on. The max bet in a single hand *Game King* video poker game can be as high as 100 credits, and the 3/5/10 play game can be up to 30 credits per hand. I've seen this more than double handle and win on many banks, and unlike triple play, there's no additional daily fee to increase the wager size.

In the next issue of *The Inside Straight*, we'll take a look at what's behind the success of multi-hand games, and how you can enhance profits with a planned paytable strategy. We'll also explore the advantages of using multi-hand and multi-denomination tools together, and we'll see one more reason players prefer tickets. Until then, place your bet and play smart.

# New Installations

The installation of the *EZ Pay* ticket system and the expansion of existing ticket-ready floors continue unabated. From the Las Vegas Strip to Native American casinos nationwide – from cruise ships at sea to military bases around the world – the word is out, and those words are *EZ Play – EZ Pay!* 

Property	Location	Go-Live Date	Software Installed
AF Ramstein	Germany	08/23/01	EZ Pay
Agua Caliente (SPA2)	California	04/04/01	IVS/Ballys
Ameristar	Mississipppi	12/13/00	EZ Pay
Ameristar Council Bluffs	Iowa	10/04/00	EZ Pay
Army Dragon Hill Lodge	Korea	11/14/00	EZ Pay Lite
Army Frankfurt	Germany	11/16/00	EZ Pay Lite
Army Main Post	Korea	11/11/00	EZ Pay Lite
Army Visleck	Germany	11/05/00	EZ Pay Lite
Avi	Nevada	12/18/01	EZ Pay 1.3A
Aztec Inn	Nevada	03/23/01	EZ Pay
Bally's/Coyote Kate	New Jersey	12/18/01	EZ Pay 1.2.3
Bally's Las Vegas	Nevada	02/01/01	EZ Pay
Blue Chip	Indiana	12/10/01	EZ Pay 1.3
Boulder	Nevada	3/20/02	IVS/Acres 1.3a
Cactus Petes	Nevada	03/12/02	EZ Pay 1.3a
Caesars Palace	Nevada	10/16/01	EZ Pay 1.3a
Cahuilla Creek	California	10/10/00	EZ Pay
Carson Plains	Nevada	01/03/02	EZ Pay 1.3
Casino Arizona #1	Arizona	07/27/00	EZ Pay
Casino Arizona	Arizona	09/25/02	IV-S to Bally
Grand Opening			Name of the last
Churchill Station	Nevada	08/10/01	EZ Pay
Desert Diamond	Arizona	07/26/01	IVS/Ballys
El Cortez	Nevada	04/02/01	EZ Pay
Fiesta	Nevada	03/07/00	EZ Pay
Fiesta Reinstall as Stations	Nevada	01/05/01	EZ Pay
Flamingo Las Vegas	Nevada	09/25/01	EZ Pay 1.3
Four Queens	Nevada	02/26/02	EZLTD 1.3a
Foxwoods	Connecticut	05/02/01	IVS/Ballys
Golden Princess	Italy/Cruise	05/09/01	EZ Pay
Grand Biloxi	Mississippi	07/11/00	EZ Pay
Grand Gulfport	Mississippi	03/23/01	EZ Pay
Grand Hinckley	Minnesota	04/23/01	IVS/Ballys
Grand Mille Lacs	Minnesota	03/29/01	IVS/Ballys
Grand Tunica	Minnesota	03/29/01	IVS/Ballys
Green Valley Ranch	Nevada	12/18/01	EZ Pay 1.3a
Hilton	New Jersey	03/04/02	EZ Pay 1.2.3
Hollywood Tunica	Mississippi	01/16/01	EZ Pay
Hollywood Tunica	Mississippi	06/08/01	EZ Pay
Expansion	7:68	S 1 17 1	11-9 / 1/2 50
Horseshoe	Louisiana	12/14/00	EZ Pay
Isle of Capri	Colorado	12/11/01	EZ Pay 1.3a
Isle of Capri	Mississippi	06/20/01	EZ Pay
Isleta	New Mexico	03/11/01	IVS/Ballys
La Jolla	California	05/20/02	E LTD 1.3.1
Luxor	Nevada	04/09/02	EZ Pay 1.3a
McPhillips	Manitoba	12/03/01	EZ Pay
MGMM_NYNY	Nevada	05/24/02	IVS/Acres 1.3a
MGMM _Mirage	Nevada	05/24/02	IVS/Acres 1.3a



Property	Location	Go-Live Date	Software Installed
Monowinds	California	12/06/00	EZ Pay
Palace Station	Nevada	12/06/00	EZ Pay EZ Pay 1.3
	California	05/15/01	
Pauma Valley	Nevada		EZ Pay
Primm Valley Primm Valley Trvl Center	Nevada	03/26/02 03/26/02	EZ Pay 1.3a EZLTD 1.3a
Primm/Buffalo Bill's	Nevada		
		12/19/01	EZ Pay 1.3a
Rainbow	Mississippi	12/12/00	EZ Pay
Rainbow Expansion	Mississippi	06/08/01	EZ Pay
Red Fox	California	10/03/01	EZ Lite
Red Fox	California	02/12/02	EZLTD 1.3a
Reserve	Nevada	08/29/00	EZ Pay
Reserve Expansion	Nevada	03/30/01	EZ Pay
Saddlewest	Nevada	04/15/02	EZ Pay 1.3a
Sam's Town	Nevada	03/06/01	EZ Pay
Sam's Town Game Expansion	Nevada	04/23/01	EZ Pay
Sam's Town LV Expansion	Nevada	09/28/01	EZ Pay
Sam's Town Tunica	Mississippi	08/21/01	EZ Pay
San Manuel	California	12/21/00	EZ Pay
San Manuel Expansion	California	02/16/01	EZ Pay
San Manuel Expansion	California	04/30/01	EZ Pay
Sands Regency	Nevada	05/20/02	IVS/Acres 1.3a
Santa Fe	Nevada	05/07/02	EZ Pay to
	1101444	2	IVS/Acres 1.3a
Santa Fe Expansion	Nevada	05/30/01	EZ Pay
Siena	Nevada	07/25/01	EZ Pay
Silver Star	Mississippi	04/24/01	EZ Pay Lite
Silver Star	Mississippi	10/10/01	EZ Pay
Soboba	California	11/01/00	EZ Pay
Soboba Expansion	California	02/16/01	EZ Pay
SPA	California	12/14/00	IVS to Ballys
Sunset	Nevada	12/04/01	IVS/Acres
Tamarack	Nevada	09/05/01	EZ Pay
Terrible's Grand Opening	Nevada	12/06/00	EZ Pay
Terrible's Pahrump	Nevada	02/20/02	EZLTD 1.3a
Texas Station	Nevada	10/10/00	EZ Pay
Texas Station Expansion	Nevada	04/10/01	EZ Pay
Valley View	California	04/17/01	EZ Pay
Viejas	California	11/16/00	EZ Pay
Viejas Expansion	California	02/16/01	EZ Pay
Western Village	No. Nevada	02/07/01	EZ Pay
Whiskey Pete's	Nevada	03/27/02	EZ Pay 1.3a
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# Design the Ultimate Stud Poker Game

All work and no play? Then it's time you took on a <u>fun</u> assignment: Give us your thoughts and ideas on the type of features you'd like to see included in the redesign of our popular *Double Down Stud Poker* game. We're taking this

Player's Edge-Plus theme and reconfiguring it to operate on the Game King platform. This will give us access to player-pleasing capabilities such as multi-denomination and multi-game options, progressive metering, touchscreen game play, EZ Pay ticket-in/ticket-out technology, and more.

So, if you could design the perfect *Double Down Stud Poker* game, what would it be like? We've had some great ideas and suggestions in response to the questionnaire we recently mailed. Now you can access the questionnaire and tell us what you think online. Visit us at www.IGT.com and follow the links to Marketing > Newsletters > The Inside Straight > *Double Down Stud Poker* Survey. You can also print it out and fax us your comments and ideas at (702) 837-2302.

If you're not familiar with the game, look for it in most popular consumer poker programs, or call us on the Poker Hotline at (702) 896-8204, and we'll let you know where to find the game in your area. Is there a little latent game designer in you? Set it free!



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#### **Dancer's Answers**

(Answers to the *Deuces Wild Bonus Poker* game quiz on page 2)

A1: Hold the 2578 in the 4-4-3 game (32¢), and hold all – 25789 – when playing the 5-3-2 game (32¢). The different values of the flush are the reason for this strategy difference.

A2: Hold the 479A in 4-4-3 (\$1.10), and only hold the 44 in 5-3-2 (23¢). Here too the flush payout difference is critical, but the difference in four-of-a-kinds is also important

Hang onto the A34 in 4-4-3 (6¢), and draw five new cards for the 5-3-2 paytable (9¢). The ace-low, threecard straight flush is the lowest-valued one in the Deuces Wild Bonus Poker game. In most straight flushes, you can fill the intervening spaces with either natural cards OR wild cards. With A34 (and A35 and A45 – all of which have the same value), there is no natural "2." Whether you count the deuce as wild or natural, there are only four of them in the deck.

A4: Keep the 2AQ (44¢) in 4-4-3, and draw five cards in 5-3-2 (26¢). This is a surprising play to most players because going for a

wild royal flush feels right. But whether a wild royal pays 20 or 25 is enough to make a difference here.

A5: Hold your hearts 468 (29¢) in the 4-4-3 game, and hold either 468 or 4678 (0¢) in 5-3-2. You have no excuse for missing this one in the 5-3-2 game because there are two equally correct answers. The higher pay for flushes in the 4-4-3 game gives the nod for going for the straight flush.

How did you do? None of these were particularly close decisions (except for the tie hand), but most casino employees AND MOST PLAYERS miss several. This is good for both sides. Casinos make money on these games because most of the players do not take the time to learn the subtleties. Even though the game theoretically holds a higher percentage than most slot machines, often casinos find they hold more dollars on these machines because they are played more - and players on average do not play the games competently. On the other hand, players who do study the games can get a good bang for their buck on these games. As long as these players are relatively few in number, they present no threat to the casino.

## **Stop The Pain**

Give your coffee mug a place to park, and be reminded to return your inactive *Triple* Play Draw Poker, Five Play Draw Poker and other

multi-hand poker game EPROM chips with our new "Stop The Bills" coasters.

The message is simple: Call IGT Customer Service and return your unused multi-hand poker chips to "\$top The Bills!" Dial the toll-free number – 1-888-777-5101 – then select option 6 at the prompt. A representative will walk you through the simple return process.

If you haven't received your coasters yet, call and request enough for everyone in your organization who handles game chips. These cool coasters will serve as a gentle reminder to always return chips when they're removed from service in order to stop the billing.

When your coasters arrive, put them out wherever mugs, cups or glasses congregate, and become a local hero!



