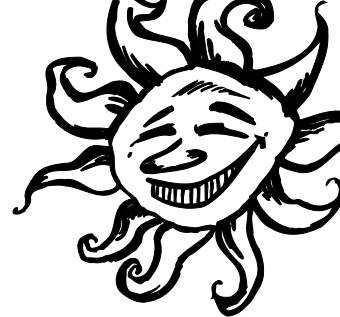




the **INSIDE** Straight™



Spring Has Sprung

We hope you're used to writing '03 by now, that your team won the Super Bowl – or you at least beat the point spread – and that you're ready for some sizzling excitement in the world of video poker in 2003!

We're really jazzed about some things that are sprouting up this spring. We've got games. Lots of games. After a bit of a product drought, we have two new multi-hand themes to share with you, along with two old friends that have received face-lifts.

☛ **Fast Action Poker** – This game serves up super-sized jackpots for dealt winners, eight levels of progressive jackpot action, and provides *Triple Play*, *Five Play*, and *Ten Play* games – all on one chip! You know players dig progressives. Make them smile with the *Fast Action Poker* game!

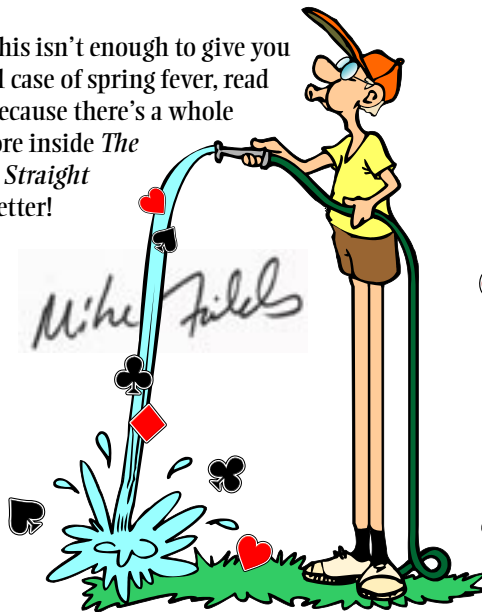
☛ **Trade-Up Poker** – A gamble-within-a-gamble, players trade dealt three-of-a-kinds for twice as many shots at converting the same trey to quads. Players play for quads, and this game gives them more of what they crave.

☛ **Triple Play/Five Play/Ten Play White Hot Aces Poker** – We've revitalized this old favorite with our multi-hand patents. People have expanded their love of video poker beyond conventional *Jacks or Better* Poker and *Bonus Poker* games, and now more than ever play for aces and quads. No game gives them more satisfying action than the *Triple Play/Five Play/Ten Play White Hot Aces* Poker game. Again – all three multi-hand games are together on one chip!

☛ **Double Down Stud Poker** (the return of...) – This familiar friend is back and better than ever with a slew of new features made possible by the *Game King Series* machine. There are some creative new game families in this theme, and a whole new generation of video poker players to tantalize.

One of the challenges of poker is keeping it fresh. Even though most players are habitual by nature, they do enjoy some variety. Our friends in *Game King Land* recently introduced a new version called 4.3, featuring some cool new single-hand poker games. We'll be keeping a close eye on them to see if any of the new single-hand games are worthy of graduating to *Action Gaming Land*, where multi-hand reigns supreme. We've also spiced up some traditional games by making them available on bar tops, including *Fifty Play* Poker, *Spin Poker* and *Double Down Stud* Poker.

If all this isn't enough to give you a royal case of spring fever, read on – because there's a whole lot more inside *The Inside Straight* newsletter!



Spring 2003
Inside The INSIDE Straight

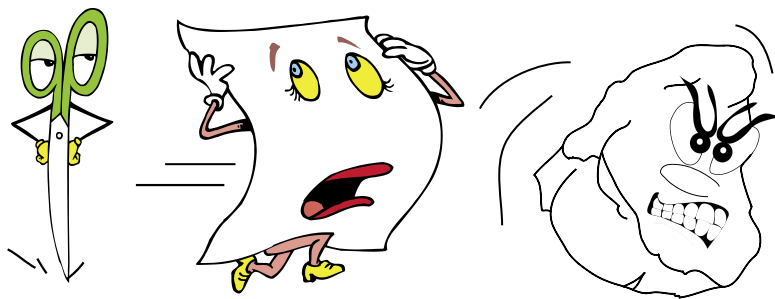
- ♣ It's Why They Play the Game
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- ♣ Belly Up to the Bar
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- ♠ Special High Roller Paytables in *Triple Play*

It's Why They Play The Game

Deuces Wild Poker

The *Deuces Wild* Poker theme is one of the most popular video poker games going, and once you've played it you'll find out why.

From a strategy standpoint, one of the toughest things to get used to is throwing away high cards when you're dealt a deuce and face card. It just goes against the grain for most players. This is just one subtlety of the game. There are others of the same ilk, however the big key to why this game rules is... IT'S FUN! It's a game full of surprises. "Nothing" hands draw into three-of-a-kinds. A single deuce held can result in a glorious flush. And one of the best adventures you can get for a five-credit wager is holding three deuces. Like Forrest Gump said about chocolates, "You never know what's inside..." It's the same with this kind of card combination. The worst you can do is four-of-a-kind, but you might just as easily draw a straight flush, five-of-a-kind, a wild royal, or four deuces. NONE of these are bad, but obviously there's a hierarchy, and four deuces is simply the juiciest of the potential jackpots. Mostly, the *Deuces Wild* Poker game is a lot of fun, because you just don't know what's coming.



Double Double Bonus Poker

In mature gaming markets, the *Double Double Bonus* Poker theme is easily the most popular casino video poker game. Think about it. This game returns half what a royal flush would bring every time you get four aces with a kicker – and we all know that players lust after four aces, even more so with a kicker. Four aces get together about every 4,250 hands, and four aces with a kicker occur about every 16,000 hands. Here's the bite: this game is like dating a temperamental partner... when it's hot, its way hot, and when it's cold... {{{Brrrrrrrr}}}! The volatility can be very rewarding – or very rough – but the ride is rarely dull. It's fun. And that's why they play the game.

FAST ACTION

More Action for Video Poker Players... and You!

When you think of multi-hand video poker, how can you not think of the *Fast Action Draw* Pokerseries? This perennial player favorite is one "constant" that just keeps getting better, if you'll forgive the oxymoron.

For starters, the *Triple Play*, *Five Play*, and *Ten Play* games are now all three on one game chip, and all for just one fee of \$15.00 per day. Set any

one theme up as progressive, and offer the other two as traditional multi-hand games, up to eight game families at a time.

The player "draw" is that *Fast Action* pays big for "dealt" winners, including four-of-a-kinds, four aces, four 2s, 3s, or 4s, straight flushes, and all four royals by suit. In all, there are eight different super-sized

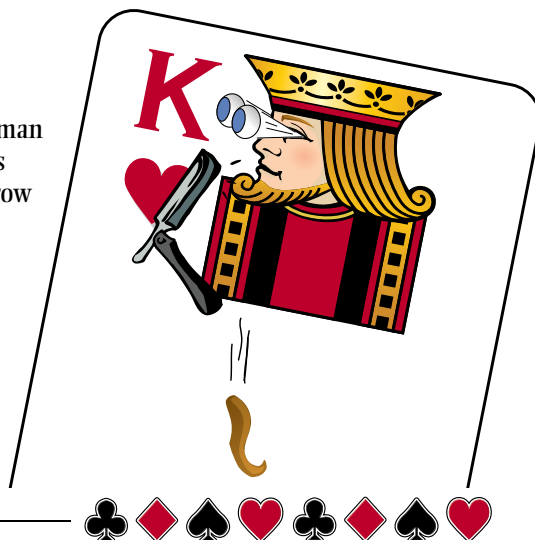
jackpots your players can chase. And, you can progress them as stand-alone in each game, or link them to create a bank of excitement.

This theme can be set up as a stand-alone game, as an in-machine progressive, or linked bank using traditional controllers to get your players building and competing for whopping jackpots.

If you're looking for something to freshen up your video poker offerings, the *Fast Action* game family is for you! Already available in Nevada and some other jurisdictions, contact your local representative for availability and more details, or inquire via e-mail to VideoPoker@IGT.com.

Minutiae Matters

Did you know that the king of hearts is the only king without a mustache? Trivia. It's human nature to crave those rare nuggets of specialized knowledge that we just can't wait to pass along to someone. There's something personally satisfying about seeing another's eyes grow wide with discovery or disbelief. We've shared some obscure facts with you from time to time, and now we're betting a coffee mug that you have some delectable details you've picked up over the years about video poker games or machines, or gaming in general that others would love to know about. Send us your favorite trivial tidbits, insider secrets, or inside jokes by e-mail addressed to VideoPoker@IGT.com. Be sure to include your mailing address so we know where to ship your special Action Gaming video poker coffee mug! Whether we publish your item or not, we'll still send you the gift. And there's nothing trivial about that!

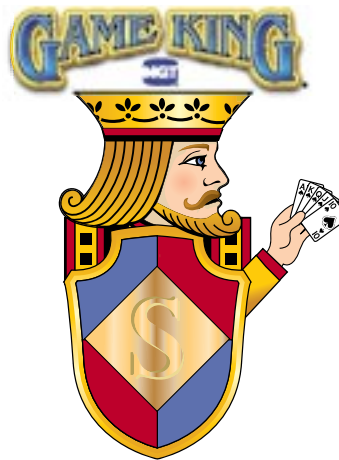


Free Poker “Idea Starter” Kit for new Game King® 4.3 Poker Games

Who says you never get anything for free? Not us, that's for sure! One free thing we've always got plenty of is... ideas. Ideas help you make money! And we'd love to share a few with you. To make the sharing easier, we've put together a new *Super Poker Package* – a cool little booklet filled with clever tips and ideas, information and insights about some brand new poker games, and new wrinkles on a few old ones.

The first entry in our *Super Poker Package* series features the *Game King 4.3 Poker* suite. It's packed with hot new paytables, and ways you can make the most of your investment in video poker with (here comes the commercial) the new *Game King 4.3 Poker* suite.

Use this idea kit to compare and analyze paytables, and to plan your game mix to



SUPER POKER PACKAGE featuring THE GAME KING® 4.3 POKER SUITE

best please your players... while updating your single-hand poker inventory. We've featured themes and paytables that will challenge and reward dedicated and

recreational players alike, and that will help make your casino the players' preferred video poker venue.

Discover the subtle – and sometimes subtle as a brick – payable differences and playing strategies associated with themes like *Super Bonus Deuces Wild Poker*, *Super Double Double Bonus Poker*, *Double Double Bonus Poker* with a 10-coin wager option, *Double Bonus Poker Plus*, *Double Aces and Faces Poker*, and *Double Double Aces and Faces Poker* games. The ideas here are designed to get your creative juices flowing – a shuffling of the synapses, if you wish.

No snoozing now. Contact your local IGT representative for an eye-opening look at the new *Game King 4.3 Poker* suite in our all-new *Super Poker Package*, or drop us an e-mail at VideoPoker@IGT.com and we'll send it off to you ASAP!

Belly up to the bar!

Now, three proven favorites are available on bar-top machines! If your customers enjoy bar-top games, and you want to offer them the very best in video poker, you'll be glad to learn we've developed bar-top kits for the *Fifty Play Poker*, *Spin Poker* and *Double Down Stud Poker* games.

Each conversion kit includes a program chip, game glass, glass inserts, wiring harnesses, and hardware – everything you need to add variety and excitement to your bar-top games – giving your loyal players new options with your existing *Game King* Series machines.

You know what your players want – great games, good company, good service, and a cool beverage close at hand. Increase your bar handle and win. Mix up some of the most refreshing poker cocktails in the land with these hot new conversion kits! Contact your local sales representative for complete conversion details.



Better Service!

Why pay for video poker program chips you're not using? Return those idle EPROMs promptly so the daily fee billing can stop. We've made it easier than ever to organize, account for, and track your chips with our new online chip return form. Download the form at www.IGT.com/VideoPoker and print it, fill it out, and fax it to us at 1-702-837-2303. You can also request a copy by phone by calling toll-free: 1-888-777-5101, and selecting prompt 6.

If you prefer to call when arranging the return of chips, do still use the form first to list and organize your chip numbers. Whichever reply method you choose – online, by fax, or by phone – we'll fax or e-mail you an RMA and prepaid FedEx® return label. What? E-mail you a pre-paid FedEx® return? That's right – the freight's on us!

We've partnered with FedEx® to make sure the bills stop promptly. In fact, billing stops the day the chips are scanned and picked up by our FedEx® allies! Just place your “M-Chips” – all we need are the M-Chips! – into a FedEx® envelope, attach the label and give the package to your FedEx® driver. Your chips fly for free, and best of all, billing stops!



If “They” Are The Enemy, Who Are We?

by Mike Fields

You know, as I talk to operators all over the country I find that “they” – in this case that “they” would be “you” – are mostly divided into two camps when it comes to video poker players.

Camp One believes video poker players are loyal, dependable patrons who are a vital component in the overall market and revenue mix, and because they play more frequently – and are arguably more knowledgeable players – they deserve some extra attention and effort.

Members of Camp Two believe that video poker players are a low-profit, dangerous element of the gaming mix. They can beat us blind and take our profits, and we should not overly encourage their attention.

Camp One offers them decent paytables, recognizing that they are smart shoppers. Smart shoppers are usually very loyal shoppers when they discover a bargain. Just ask a stay-at-home mom (or dad) about the time the local market raised the price on milk or eggs and you’ll hear about it.

Those in Camp One trust that the value of video poker players is not measured by their per-visit, or “transaction,” value, but by their lifetime value. Camp One recognizes that sometimes video poker players win – as do all players – and that that’s an acceptable cost of doing business. Let’s be realistic, once a player wins at your property, you’ve probably got ‘em for life... if you don’t blow it.

Camp Two only looks at players on a per-visit basis, and if they win, the casino doesn’t want them back. “We’re OK with ‘em when they’re losing, but not when they win,” they say. Some from Camp Two forget this is the **gambling business** and sometimes players do win. In fact, if they didn’t win once in a while, why would they keep coming back and back and back? And let’s not forget who’s money they’ll be bringing back!

Those in Camp One make efforts to embrace video poker players. The Maloof family in Las Vegas established some of the most loyal players on the planet at the Fiesta by offering good paytables,

good prices on food and – can you believe it – even video poker gambling lessons! They encouraged their players to get better and take a shot at the house. And did their players get better? Probably. Did they play loyally at the Fiesta? Undoubtedly. Did the Fiesta make money? You bet!

Those in Camp Two believe that their facility and service is enough to make players happy. I’ve spoken with a few in Camp Two who get angry when players win. They feel that the machines must have malfunctioned. The player must be too good. “We’ll bar that guy!” they say. And sometimes they actually do show a player the door – with the casino’s money in his pocket too! I’d suggest you first make sure your pay schedules and comp programs aren’t flawed, and then do whatever it takes to get those players back, ASAP. They’ll bring their winnings back with them... and more.



I’ve been involved with Camp One folks who’ve invited their best video poker players in for lunch and set up guest speakers including top gambling pros, manufacturers and folks of interest to video poker players. Some even gave their best players video poker tutorial software! Heavens to Betsy! Can you believe that? Guess what. Those players may have improved, but few can actually gamble like a pro. Very few. But everyone wants to believe that teaching tools get them there. To put this into perspective, ask yourself this question: Do you spend more leisure time on activities you think you’re good at, or activities you have little knowledge of? If the “Golf Gods” didn’t give you that occasional perfect golf shot or that huge putt – would you ever play again? Make the connection.

I’ve suggested offering training classes to the Camp Two group – or tutorial software – and from their reaction you’d think I just offered them a kitten daiquiri... “What? Are you crazy? Teach them how to gamble?” Of course they don’t say it out loud, but I can hear the next line... “No way! Then they might win!” I remain silent because it would be rude to remind them that they are in the gambling business.

Anyway, I believe you can teach a dog new tricks and you can capture player loyalty by getting inside their heads and giving them what they want – respect. Oh yeah, and a shot at the house. Within reason.



My hat's off to Stations Casinos, one of the Las Vegas powerhouses which is coming full circle, I think, in this very exercise. Some time ago, Stations bought two Las Vegas casinos – the Fiesta purchased from the Maloofs, and the Reserve acquired from Ameristar Casinos, Inc. Stations changed the pay schedules, shuffled people's favorite machines, canceled the video poker classes, and in the process lost some loyal players as people rushed to gamble elsewhere.

The underground video poker community issued an alert, and play shifted dramatically. Now Fiesta and Reserve are offering classes, loosening pay schedules and people are actually playing there more. The underground press doesn't vilify them anymore. Hmmmm. Maybe they're changing camps?

To make money in video poker you need to join Camp One, and you need to understand video poker players. Walk a mile in their shoes. If you're awake at all, you know that serious players are out

there preparing for battle. They're reading books, testing themselves with software and studying strategy cards. What are you doing to brace yourself for them? The Camp Two people are safe because their machines are tight and probably a little lonely. But good Camp One operators are planning strategy for their side of the battle, and making more money than the other guys.

Consider this analogy. When you get a vaccination to prevent a disease, did you know that they actually inject part of the disease into you so your body can build up defenses? What defenses are you building?

Here are some tips for the New Year about how to become a money-making Camp One person: Read what the players read.

And get your staff to read this material, too. Anyone who comes in contact with a player should read some of the new material out there that tells how to milk slot comps for all they're worth. Books such as Jean Scott's *The Frugal Gambler II*, and *Million Dollar Video Poker* by Bob Dancer are good places to start. Shop for gaming-related books on the Internet at www.GamblersBookstore.com, or visit every gambler's favorite web site, www.GreatStuff4Gamblers.com.

Huntington Press is a Las Vegas publishing company primarily involved with gambling publications, and run by Anthony Curtis, a former card-counting, Georgia Tech dropout. Now he's on the Discovery Channel, a regular contributor to the *Wall Street Journal*, and runs a great little local rag called *The Las Vegas Advisor* that I read religiously. You should too. Anthony and his friends are out there checking machines, coffee shops and buffets, and keeping up with "The Street." Are you?

So I leave you with this suggestion: Get into the right camp. But get yourself and your team ready. Subscribe to players' web sites. Invest in your people. Invest in yourself. And then the "they" doesn't have to be "you."

**Visit our new Video
Poker Web page on the
IGT web site at**

www.IGT.com/VideoPoker.

**Bookmark this page and check back
often. You'll find new product
announcements, video poker-specific
marketing information, plus strategic
tools you can use to increase profits,
and make the most of your
investment in video
poker games.**



Up The Ante

The new *Game King 4.3 Poker* game set offers players a fresh collection of unique, single-hand poker games with a bold set of paytables, and innovative gaming options that players will really warm up to. Plus, today's *Game King* Series platform is the most advanced and versatile machine of its kind, giving video poker players a richer, more satisfying run for their money.

The *Game King 4.3 Poker* theme can be configured to support *Multi-Denomination** wagering and the *EZ Pay Ticket System** for the ultimate in flexibility. There are seven original video poker games in this suite. Each deals and draws into a single hand from one 52-card deck.

We've added variety to the excitement of video poker with themes such as...



- **Super Double Double Bonus Poker**

A familiar favorite with richer rewards for four aces or four-of-a-kind face cards (kings, queens, or jacks), when mated with another face card or ace as a kicker.



- **Super Bonus Deuces Wild Poker**

A bigger payout for five-of-a-kind with a single wild deuce will drive players wild.



- **Double Bonus Poker Plus**

Clever payable wrinkles reward players more for four adjacent aces, twos, threes, or fours.



- **Aces and Faces Poker**

Players earn big jackpots when four-of-a-kind show up in the form of aces or face cards – no kicker required.



- **Double Aces and Faces Poker**

It's harder to get the top hands in this game, but the rewards are twice as great for four aces, kings, queens, or jacks.



- **Double Double Aces and Faces Poker**

This game offers generous payable incentives for four aces with a king, queen, or jack kicker; four jacks, queens,

or kings with any jack, queen, king, or ace kicker; as well as special pays for four aces, kings, queens, or jacks without kickers.



- **One-Eyed Jacks Poker**

Give us a wink! One-eyed jacks are wild, granting players more chances for high-paying hands.

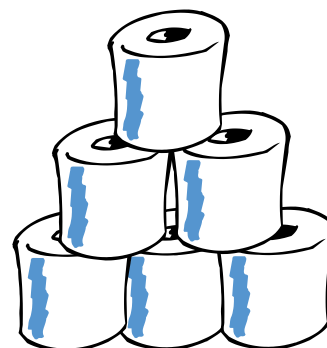
Touchscreen convenience and colorful video graphics complete the *Game King 4.3 Poker* package. This is one hot machine with seven tantalizing payable themes. Include this sweet suite of games in your video poker mix and you'll see – half the fun comes from just watching players discover and enjoy these wild new single-hand payable options.

**Multi-Denomination* wagering and the *EZ Pay Ticket System* are not available in all jurisdictions.

Less Paperwork is Good!

That's right! Thanks to a significant upgrade IGT is undertaking with our computer systems, we've done away with those pesky Supplements you've had to sign for every new order of Action multi-hand poker games! From now on, the actual licensing of Action Gaming's intellectual property will be done through the IGT Sales Order, in place of the Supplement to the Master Poker Agreement. This will save you time, hassle, and a lot of trees.

We're committed to continuing to make it easier to work with us, and trust you'll be happy as a result of our eliminating this step!



High Roller Paytables in the Triple Play Draw Poker™ Game?

You bet! There's nothing more sought after than a reliable high roller. And there's nothing quite so frustrating to a regular high roller as blowing the rhythm of a good gambling session while waiting for a W2G form. A \$5.00 quad, paying 50 credits, means a win of \$1,250, which is great, right? Well, the glee is tempered by the game lock-up, the visit from floor staff, and the paperwork for Uncle Sam.

Possibly you've heard we've addressed this by changing some paytables for you. Did you know that we also have special paytables in the *Triple Play* and *Five Play* games designed to address this? Many don't, and they're losing good play by not taking advantage of these schedules.

In traditional *Game King* play, we offer paytables where the only change is that the four-of-a-kind pays are lowered from 250 coins to 239. In cash terms this means \$1,195 versus \$1,250,

positioning the new payable below the IRS limit of \$1,200. In the *Triple Play* and *Five Play* games we've also made some payable modifications for our high-end players who want to stay in the rhythm of play.

To do this, we've taken the quad pays of 50 credits per coin (250 coins for a four-of-a-kind) down to 40 credits (200 for a four-of-a-kind). This results in quads being worth \$1,000 a pop, easily under the limit. Then, to give the percentage back to the player, we up the pays for a full house, a flush – and sometimes the straight – by one coin. Players get their time-on-device, and get to play more without stopping.

These games are all available on our web site at www.igtproducts.com and can be found quickly by looking for the phrase "HiDenom" at the end of the name on the cover sheet. Or, if you have a specific question, contact us directly at VideoPoker@IGT.com.



Paytable I.D.	Percent	Max Bet	Game Name
P1372A	99.20	15	Double Bonus - 3P HiDenom
P1373A	98.10	15	Double Bonus - 3P HiDenom
P1374A	96.80	15	Double Bonus - 3P HiDenom
P1377A	99.00	15	Double Dbl Bonus - 3P HiDenom
P1378A	97.90	15	Double Dbl Bonus - 3P HiDenom
P1379A	96.80	15	Double Dbl Bonus - 3P HiDenom
P1383A	99.70	15	Super Dbl Bonus - 3P HiDenom
P1384A	98.60	15	Super Dbl Bonus - 3P HiDenom
P1385A	97.60	15	Super Dbl Bonus - 3P HiDenom
P1386BM	99.70	15	Triple Dbl Bonus - 3P HiDenom
P1387BM	98.60	15	Triple Dbl Bonus - 3P HiDenom
P1388BM	97.20	15	Triple Dbl Bonus - 3P HiDenom
P1380A	99.60	15	Super Ace Bonus - 3P HiDenom
P1381A	98.50	15	Super Ace Bonus - 3P HiDenom
P1382A	97.40	15	Super Ace Bonus - 3P HiDenom

Paytable I.D.	Percent	Max Bet	Game Name
P1389A	99.50	25	Bonus Poker - 5P HiDenom
P1390A	98.30	25	Bonus Poker - 5P HiDenom
P1391A	97.20	25	Bonus Poker - 5P HiDenom
P1392A	99.30	25	Double Bonus - 5P HiDenom
P1393A	97.90	25	Double Bonus - 5P HiDenom
P1394A	96.50	25	Double Bonus - 5P HiDenom
P1395A	99.10	25	Double Dbl Bonus - 5P HiDenom
P1396A	97.70	25	Double Dbl Bonus - 5P HiDenom
P1397A	96.60	25	Double Dbl Bonus - 5P HiDenom
P1401A	99.20	25	Super Dbl Bonus - 5P HiDenom
P1402A	98.10	25	Super Dbl Bonus - 5P HiDenom
P1403A	97.10	25	Super Dbl Bonus - 5P HiDenom
P1404BM	99.10	25	Triple Dbl Bonus - 5P HiDenom
P1405BM	97.60	25	Triple Dbl Bonus - 5P HiDenom
P1406BM	96.40	25	Triple Dbl Bonus - 5P HiDenom
P1398A	99.90	25	Super Ace Bonus - 5P HiDenom
P1399A	98.80	25	Super Ace Bonus - 5P HiDenom
P1400A	97.70	25	Super Ace Bonus - 5P HiDenom



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Action Gaming multi-hand poker games utilize U.S. Patent Nos. 5,823,873; 6,007,066; 6,098,985; and other patents pending that are licensed from Action Gaming, Inc., and must be operated under separate license agreements with IGT.

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Rx For Increased Revenues

Increase your revenues with the new *Double Down Stud*® Poker theme, a proven energy booster for your casino that's sure to make players feel good too! This prescription for fun is now available on the *Game King*® Series platform with these extra-strength benefits:

- Touchscreen Convenience
- EZ Pay™* Compatibility
- Multi-Denomination™* Ready
- Six-Level Progressives
- Now with More Game Families than Ever Before!

**Availability varies by jurisdiction*



**Doctor's orders:
Give the new
Double Down Stud®
Poker game a try!**

Learn more at
www.IGT.com/VideoPoker



Coming Soon!

Pre-Order now
with an E-mail to
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