



VIDEO POKER NEWS FOR THE CASINO PROFESSIONAL

December 2011 ♦

G2E 2011

WRAP UP

VIDEO POKER KEEPS THE HOUSE BUZZING
SEE PAGE 5 FOR DETAILS.

In this issue ♦



OHIO TO OPEN NEW
CASINO MARKETS



SETTING THE STANDARD
IN VIDEO POKER



PERFECTING
VIDEO POKER



NEXT GENERATION
OF VIDEO POKER



Video Poker Department

Nikol Abelman
(702) 669-8559
Senior Sales Product Specialist
Nevada
Nikol.Abelman@IGT.com

Shannon Bloom
(860) 206-4639
Senior Sales Product Specialist
Shannon.Bloom@IGT.com

John Daley
(702) 669-3268
Director of Video Poker
John.Daley@IGT.com

Mike Drummond
(314) 743-5350
Senior Sales Product Specialist
Southeast Region
Michael.Drummond@IGT.com

Cristy Gullett
(702) 669-8843
EPROM Administrator
Cristy.Gullett@IGT.com

Michele Hedebeck
(702) 669-7638
Supervisor, Video Poker
Nevada
Michele.Hedebeck@IGT.com

Sal Lambert
(951) 461-4425
Senior Sales Product Specialist
Sal.Lambert@IGT.com

Karen Moses
(702) 669-8786
Marketing Specialist
Karen.Moses@IGT.com

Lenore Salazar
(702) 669-3242
EPROM Administrator
Lenore.Salazar@IGT.com

Reni Wood
(702) 669-3272
EPROM Administrator
Reni.Wood@IGT.com

VIDEO POKER HAD A FRENZY ♦ OF ACTIVITY AT THE 2011 G2E

John Daley *Director of Video Poker ♦ IGT*

Wow! What a show we had this year! G2E 2011 was certainly one of the busiest shows we have had in awhile. The video poker area was in the center of the IGT booth and we were serving popcorn, beer, wine, soda and water – it made for a perfect meeting spot for everyone.

Over the course of the 3 day show, we gave away 11 iPad® 2 devices. All you had to do to win a FREE iPad® 2 device was to play our new Extra Draw Frenzy Poker™ game. We had Tournament Manager running a video poker tournament, players played for 2 minutes and the winner with the top score each hour won an iPad® 2 device.

Inside this 2011 G2E wrap up issue, we show the hottest games, the booth, the models, and we provided a recap of some of the activities. For those who attended this year, I think you will agree it was a great show!

Please enjoy this year's post G2E edition of the Inside Straight. Feel free to contact your video poker product specialist or me with any questions or request for assistance with the video poker games on your floor. And don't forget, you can play all of the games we showed at G2E on-line for free at www.videopokerforcasinos.com/G2E. Try before you buy!



OHIO TO OPEN NEW CASINO MARKETS ♦

Shannon Bloom *Senior Sales Product Specialist Midwest and Northeast Region* ♦ IGT

As we look to open a new gaming market in Ohio in the coming months, it's interesting to look back at the role video poker played in the previous market openings. Unlike mature markets like Las Vegas, Reno and Atlantic City, video poker is much smaller in new and emerging markets. Casinos open in these markets from as low as 4.5% up to 12% of their floor dedicated to video poker. This is in stark contrast to the 40-50% install base we see in some local Las Vegas properties.

Trends seen with video poker in new markets appear to be on the conservative side. Since operators aren't familiar with the new market, players and their preferences, usually they go with the 'less-is-more' approach. With so few games on the floor, the occupancy of the poker product is typically very high and creates a higher demand for this market segment. It isn't unusual for the percentage of poker on the floor to increase quickly within the first 12 months of operation to 8-15%.

Multi-hand poker is a niche in these new markets. With the percentage of the floor in the single digits, many operators have decided to dedicate a higher percentage of their overall poker number to the higher-yielding, multi-hand product. As most of you know, the multi-hand product will not only generate higher coin-in numbers, but will also generate win per unit (wpu) numbers in the 1.5 to 2.0 house average. Many players enjoy the fast and exciting ride afforded to them with the volatile, multi-hand product.

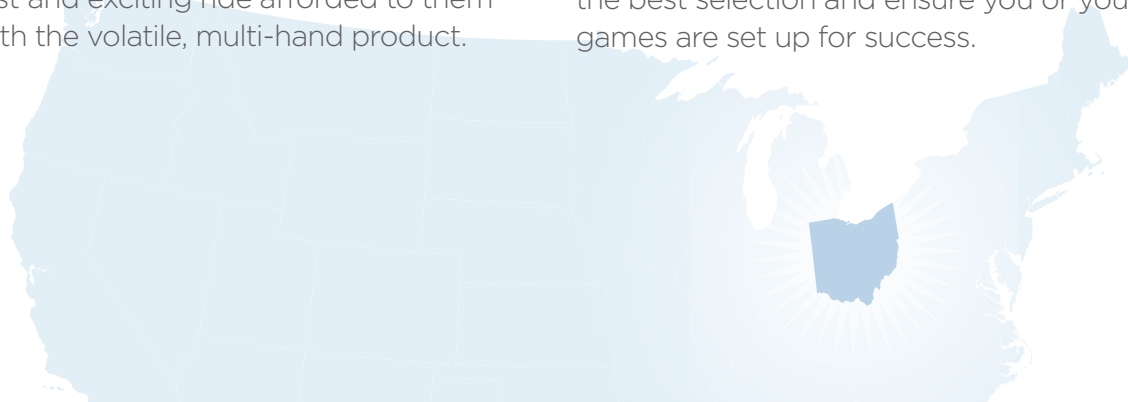
The best way to develop a good video poker following right out of the gate is with proper configurations.

It is extremely important to configure games for success. To achieve this, check out the following tips and tricks;

- **Proper denom** – Does the credit count match the denom selection?
- **Appropriate paytables** – Find your sweet spot and be consistent from game to game, including multi-hand.*
- **Best multi-hand game family selections** – Pick the top six to eight game families and keep them fairly consistent from machine to machine.
- **Best overall game mix for your property** – Work with your Video Poker product specialist and account manager to find the right fit for your property.

We don't expect to see 40-50% numbers like we do in Las Vegas and Reno because those are mature markets with very seasoned players. As we have seen over the years, when new markets develop and grow, players will migrate to video poker over time. Eventually, they learn to read the paytables and try to learn the strategy of the various game families.

*Before you open, work with your IGT Video Poker product specialist to make the best selection and ensure you or your games are set up for success.



♦ TEXAS HOLD'EM HEADS UP POKER™ WOWS AT THE WORLD SERIES OF POKER® TOURNAMENT

Mary McCollum Marketing Specialist, Video Poker & Lotteries, Bars & Taverns ♦ IGT



Even the world's most stone-faced poker players couldn't hide their amazement at IGT's Texas Hold'Em Heads Up Poker™ game during the game's coming out party at the World Series of Poker® tournament.

Featuring first of its kind neural net technology, Texas Hold'Em Heads Up Poker™ game uses a technology-developed mathematical model that simulates the human brain. This advanced technology allows the game to recreate engaging behavioral nuances such as opponent "bluffing" and "thinking" in a scenario that's less intimidating than a live-table experience – making the slot machine inviting to all levels of Texas Hold'Em players.

With plenty of poker aficionados attending the World Series of Poker® tournament, the game was the buzz of the casino floor. Players enjoyed the realistic

gameplay and the numerous features such as the fun touchscreen good luck charms and the Multi-Hit Stud Bonus game, which allows players to double the action.

While seasoned poker professionals and everyday players flocked to the machine so did another audience; the media. Consumer outlets like the Las Vegas Sun and the Las Vegas Review-Journal, industry outlets like Casino Enterprise Management and Fantini's Gaming Report, and player facing outlets like JackpotFinder.com and RecentPoker.com all reported on Texas Hold'Em Heads Up Poker™ game's successful showcase.

Clearly, IGT's Texas Hold'Em Heads Up Poker™ game is the new talk of the industry, and for good reasons – the technology is truly one-of-a-kind, the experience is smooth and attractive, and players of all poker skill levels love playing it.

SETTING THE STANDARDS

IN VIDEO POKER

Sal Lambert *Senior Sales Product Specialist Western Region* ♦ IGT

From the Fortune one poker machine, to the Game King® 8 series, IGT has continued to innovate and re-invent this game to satisfy customer needs in the gaming industry. At this year's G2E, we unveiled the latest in the Game King® product suite: Game King® 6.4 (80960 or AVP®), and Game King® 8.2 (AVP® only). These two kings of the gaming industry have many entertainment and profit-driven features that operators have wanted for years.

Below are descriptions of these exciting features:

Game King® 6.4 (80960 or AVP®) and Game King® 8.2 (AVP® only)

Offers all the single hand poker from the Game King® 6.2 series plus additional TABS for new games:

- Super Shockwave
- Red Black Double Double Bonus Poker™*(combo of Diamonds & Hearts 10- Ace, combo of Spades & Clubs 10 - Ace pays 200 coins)
- Fast Fours Poker™
- Atomic Fever Poker™...(Bonus feature awards 5 free hands of poker with 2X Multiplier)
- Dice Fever Poker™.....(Bonus feature awards 5 free hands of poker with 3X Multiplier)
- Straight Flush Bonus...
(Additional Pays for the Straight Flush Bonus)

Offers all the Keno themes from Game King® 6.2 plus games designed to increase fun and coin-in:

- 4 Card Cleopatra® Keno
- 4 Card Caveman Keno®
- 4 Card Caveman Plus® Keno
- 4 Card Power Keno®

Offers a comprehensive collection of Video themes from 6.2 plus Blackjack as well:

- Black Rhino®
- Super 8 Race® 9 Reel
- Double Bucks™
- Five Times Pay™ 5 Reel*
- Five Times Pay™ 3 Reel*
- Texas Tea®
- Gopher Cash™*
- Leopard Spot® 9 Reel*
- Lion Fish®*
- Ring'em Up® 9 reel*
- Super 8 Line®*
- Fortune Cookie®*
- Cleopatra® 9 Reel*
- Wild Bear®

*denotes non-availability in GK 8.2

More Good News: Introducing Operator Configurable Minimum Bets.

IGT has incorporated an option that operators have wanted for years: Operator Configurable Minimum bets on all KENO games. The feature is denom specific and provides terminal wide minimum betting on all other themes for Game King® 6.4, and Game King® 8.2. It will also offer minimum betting on all denominations for all game content. This is another IGT video poker first!

The new Game King® machines are the best we've ever produced and sure to increase play, time-on-device and win per unit!



VIDEO POKER

KEEPS THE HOUSE BUZZING AT THE G2E 2011



1

IGT is the king of video poker and developing the top-performing games is one of our greatest strengths. IGT is the market share leader year after year because we deliver what players and operators want. We continually develop sustainable and successful video poker games designed to entertain both the avid poker player and new audience alike. Excited and loyal players keep coming back and continue to keep your floor buzzing.



2

1 The 2011 G2E booth experience
2 Patti Hart, IGT CEO, helps kick off the G2E with a toast held high for a great show.



3



4

3 John Daley, Director of Video Poker at IGT with the Video Poker girls (left to right), Sarah G, Megan B, Serenity U, Sara C, Whitney G, and Amber W **4** John Daley, Director of Video Poker at IGT with Mike Fields, Executive Vice President, Action Gaming/VideoPoker.com. **5** Chris Downey, AVP Slot Ops - Tropicana Atlantic City. **6** Ryan Sprague, Director Of Slot Product - Ameristar Corporation. **7** Noah Acres, SVP - Riviera Hotel & Casino. **8** Tom Chamberlain, Director of Gaming - Bonanza Casino.



6



7



5



8

PERFECTING VIDEO POKER

BETTER THAN ANYONE ELSE

The bank of Extra Draw Frenzy Poker™ games was really busy with poker tournament players trying to win an iPad®2 device during the Video Poker tournaments at the G2E. Many players got to experience first-hand this updated version of Trade Up Poker® while competing.

BENEFITS AND FEATURES:

- AVP®
- Quarter, 50-cent, and dollar denominations
- Updated version of the Trade Up Poker® with additional side bet features
- When players are dealt any natural three-of-a-kind at max bet, they can trade-up for more hands of the same three-of-a-kind starting hand and then draw into all the drawn three-of-a-kind hands
 - This is different than the original game since with the extra side bet, the player will always get at least a three-of-a-kind win in all extra hands.
 - Players can still draw into more four-of-a-kind and Full Houses for additional pays
- Comes in Three Play™, Five Play®, and Ten Play™ game versions, and the amount of extra hands is variable

Estimated release date is Q2 2012.



Spin Fever Poker™ was a big hit at the show this year. Players who love the excitement of a wheel bonus and interaction with other players will really enjoy this game.

BENEFITS AND FEATURES:

- An exciting new twist on video poker
- Any hand with a five-credit bet plus a three-credit side bet is eligible for the bonus feature
- When a player draws a flush or better, they win a multiplier for the pointer corresponding to the hand they drew
- AVP® native community video poker

Game released.



Our new Build A Wheel Poker™ is the next generation of wildly successful video poker wheel games. Build A Wheel Poker™ provides an individualized experience and creates a strong sense of

Build A Wheel Poker™

provides an individualized experience where players are rewarded for continued play.

interaction where players are rewarded for continued play by earning slices in jackpot categories on a video wheel. This crossover game appeals to both the video poker players and slot players who like to spin and win. The wheels kept spinning at the show with lots of activity.

BENEFITS AND FEATURES

- AVP® NativeQuarter, 50-cent and Optional for dollar denominations
- Player enables up to three hands of poker
- Dealt three-of-a-kind hands or better earns a slice on the virtual wheel When the wheel is full, it spins.
- With a dealt full house or better, all remaining values on the wheel are filled in and a spin is awarded immediately.

Game released.



BENEFITS AND FEATURES

- 80960/ AVP®
- Quarter, 50-cent, and dollar denominations

- A 2,000 credit bonus is awarded when player collects 13 possible four-of-a-kinds at max bet
- Players can login for game with an account
- Each player account yields collections of different denominations

Estimated release date is Q3 2012.



Building on the success of All-Star Poker®, one of the most successful themes in the history of IGT Video Poker, All-Star Poker® II was the focus of much interest and excitement at the G2E.

BENEFITS AND FEATURES

- AVP®
- Nickel, dime, quarter, 50-cent, and dollar denominations
- Includes new popular themes:
 - Ultimate X Poker®
 - Triple Spin®
 - Deal Draw Poker™
 - Double-Super Times Pay Poker™
- Features five original games from All-Star Poker®
- Extra Draw Frenzy Poker™ is a highly anticipated new hit

Estimated release date FY12- Q3.

INCREASE YOUR BAR TOP PERFORMANCE WITH SUPER STAR POKER®

Michael Drummond *Senior Sales Product
Specialist Southeast Region ♦ IGT*

How did Super Star Poker® come to life? Many years ago two questions came about from operators in Nevada: 1) "How can I increase the performance on bar tops in an economical way?" 2) "How do I cater to my quality bar players who say they cannot get on a multi-hand game?"

These questions prompted the creation of Super Star Poker® which soundly solves the challenge of too few machines with not enough game options. Super Star Poker® provides the broadest variety of player-favorite games and is loaded with the following titles – Ultimate X Poker®, Super Times Pay® Poker, Spin Poker™, Triple Play™, Five Play®, Ten Play™, Single hand Poker, Blackjack, Keno and Coyote Moon® and Wolf Run®! With our unique pricing model specifically for bar top machines, it allows the operator to install some of the most successful games at an affordable cost. It also gives the ability to offer multiple high-earning games on several bar-top devices!

Although Super Star Poker® officially released only in Nevada, in just a short time there was demand for this game throughout the entire country. Operators began to realize they could have a bar-top game loaded with multiple options to keep their players occupied and coming back for more. This resulted in an increased earning power per position on the bar tops. We all know that outside of Nevada it can be difficult to have a successful bar top. Super Star Poker® is performing very well throughout the country in pubs, taverns, casinos and cruise ships. There are a few operators who converted their entire bar to Super Star Poker® and most are seeing play more than double. Some have seen more



realistic increases (around 30-40%). IGT believes the success behind this product is the ability to reach out to so many different players on one platform.

Once operators make the investment to purchase Super Star Poker®, the next popular question is, "How exactly do I set this game up?" There are a number of ways to achieve optimal set up of these games. The most successful setup so far is to option Slots, Keno, Blackjack, Multi-Hand and Single Hand Poker. This setup has helped operators to increase revenues on their bar-top devices. There are some exceptions where an operator will run only Poker and this set up is performing well – single hand; Triple Play™, Five Play®, Ten Play™; Spin Poker™; Ultimate X Poker® and Super Times Pay® Poker in a multi-denomination format. It may seem like a daunting task to set this all up, but you can put your mind at ease with just three letters: "IPC." You can now utilize our IGT progressive controller in a different way – download the configurations from your computer to the IPC, take the IPC out on the floor, connect it to the game and upload the configuration in seconds.

If you need assistance and recommendations on Super Star Poker® setup, our Video Poker product specialist will be happy to put together a recommended mix on a clean, clear and easy-to-read spreadsheet.

IGT USHERS IN NEXT GENERATION OF VIDEO POKER WITH UNIVERSAL SLANT VIDEO POKER CABINET

Nikol Abelman *Senior Sales Product Specialist Nevada* ♦ IGT

Is the Universal Slant Video Poker Cabinet the next poker box? Yes, we believe it is and here's why. The Universal Slant Video Poker Cabinet's development and design was influenced by extensive research, operator feedback and a lot of testing. For those of you who remember or currently have the GK 19" slant top, the similarities are beneficial to the seasoned poker player. The button deck sits close to the same height as the GK19 so players can fit their knees comfortably in the

expanded personal space. In addition, the button placement allows for a generous resting area for the player's hands. Finally, we have developed a dynamic button panel to resemble the GK19 button placement and thrush. When tested against static buttons, the players prefer the dynamic button panel.

As you know, poker players tend to be resistant to change. We feel the Universal Slant has addressed those concerns by delivering a first class upgrade. But, even better than the GK19, the Universal Slant screen sits almost upright and does not show glare or reflections from ceiling lights. The Universal Slant is a more private gaming experience for players without making them feel secluded.

As the most comfortable video poker experience to date, players will indulge their senses with the expanded personal space, superior ergonomics and larger screen that the Universal Slant Video Poker Cabinet offers. Transition your 80960 players from the platform they know and love, to a new and improved poker playing experience! Also, the Universal Slant is server-based ready which helps prepare your poker player and casino for the future.



“With the Universal Slant, the video poker player enjoys the best experience in the history of video poker.”

John Daley *Director Video Poker* ♦ IGT

**IGT Sales**

6355 South Buffalo Drive
Las Vegas, NV 89113-2133
702-669-7777 Fax: 669-7018
Poker Hotline: 702-896-8201
www.IGT.com

**VideoPoker.com/Action Gaming, Inc.**

175 East Reno Avenue #C6
Las Vegas, NV 89119-1102
702-737-7005 Fax: 737-4676
www.VideoPoker.com
E-mail to Mike.Fields@ActionGaming.com

**Editorial Offices:**

IGT Marketing
9295 Prototype Drive
Reno, NV 89521-8986

© 2011 IGT. All rights reserved.

WORLD SERIES OF POKER is a registered trademark owned by Ceasars Interactive Entertainment, Inc.
Texas Hold'Em Heads Up Poker(tm) is a trademark of G2 Games Design, LLC.

iPad is a registered trademark of Apple, Inc.

All other trademarks are owned and/or registered by IGT and/or its licensors in the U.S. and/or other countries.

Artwork, descriptions, game play, photographs, videos, and other product details depicted are subject to change.