

A WRAP UP: ALL THINGS VIDEO POKER AT G2E 2012

VIDEO POKER NEWS FOR CASINO PROFESSIONALS • DECEMBER 2012

INSIDE STRAIGHT

G2E 2012

iPADS®, SHOW
HIGHLIGHTS
AND PRODUCT
SUPER STARS!

THE PERFECT GAME SET-UP

Everything you
need to know about
how to set up AVP®
Native Game King® Poker

G2E WRAP UP

SUPER STAR POKER® GRABS THE SPOTLIGHT

Hear what
Rolen Miller
of Gaming Capital
Group has to say

FANS SAY
“BEST. SHOW. EVER!”

VIDEO POKER FOR CASINOS

Increase Video Poker Profits

Preview new games before you buy



- Play the games online
- Pick your own cards to see bonus features
- Download game brochures

Get tips on pay schedules, denoms, and more



- Learn best practices
- Set your machines to maximize revenue

Add a Video Poker game to your Web site



- Visitors play authentic games on your site
- If players like the free game on your site, they'll try it at your casino
- We host the game, so there's minimal work for your IT department

Run a Video Poker contest on your Web site



- You choose the game
- You provide the prizes
- Automated and hosted by VideoPoker.com so there's no work for your IT department

To learn more, please contact Mike Fields at: mike.fields@actiongaming.com

www.videopokerforcasinos.com

JOHN DALEY'S TOP 10 OF G2E 2012 BEST. SHOW. EVER.



John Daley
Director Video Poker • IGT

You've been saying it since G2E ended, and I have to agree with you. With so much going on at the show this year from the Ultimate Aces Poker™ Tournament to the new products, there were many great moments.

Here's my top 10 list of the most memorable moments of G2E 2012.

1 The Ultimate Aces Poker™ Tournament was a massive success. It was awesome to see so many people turn out to participate.

2 Awarding Tom Borman from Isle of Capri and 10 other poker fans brand new iPads®. It's always a great look to see on people's faces when we hand those out to the winners.

3 The 5-for-3 deal was incredibly successful in its first year. Our entire Video Poker team really wants to do our best to save our customers money.

4 Keeping with the idea of saving money, it's great how much our customers saved by taking advantage of our special G2E cabinet pricing. Plus, it helps the games perform even better when they're on new cabinets so it's a win-win!

5 The All Star Poker® family is really a great group of games. They provide so much to our customers in just one package.

6 Game King® 8.2 is another one. There's so much to offer on one machine, and people love those themes.

7 It was great to hand out VideoPoker.com memberships because it gives players the opportunity to play their favorite Video Poker games online.

8 Two of my personal favorite games were Power Quads Poker™ and 4 Card Keno Draw Poker. A four-of-a-kind is a player favorite hand, so it's great to see our games delivering those experiences.

9 Seeing so many of our customers in such a short period of time is truly rewarding. It may be exhausting for all of us at the show, but G2E is always a great time.

10 It's always nice to have our Video Poker team in one place. They always know what the customer needs.

G2E HIGHLIGHTS

THREE DAYS AND THOUSANDS OF PEOPLE, G2E 2012 HAS BEEN CALLED THE “MOST SUCCESSFUL SHOW IN IGT HISTORY.” HERE’S A RECAP OF SOME OF OUR FAVORITE VIDEO POKER MOMENTS.

THE BEST BANG FOR YOUR BUCK

THIS FAMILY OF ALL STARS SHOWS OFF THE BREADTH AND STRENGTH OF IGT’S VIDEO POKER PORTFOLIO



All-Star Poker®

This classic game offers one of the strongest libraries of IGT Video Poker games.

- Available as an 80960 or AVP® game
- Features proven Video Poker themes
- Bonus Hand Triple Play Poker™
- Chase the Royal Poker
- Double Pay Poker
- Five Aces Poker®
- Spin Poker (9-line)
- Super Times Pay® Poker
- Trade Up Poker®
- Triple Play™/Five Play®
- Ten Play™ Poker



All-Star Poker® II

Building off of the excitement and success of the original, All-Star Poker® II provides time-tested, player-favorites while adding something new into the mix.

- AVP® native
- Features new poker themes with proven games from the original All-Star Poker®
- Deal Draw Poker®
- Double Super Times Pay Poker™
- Extra Draw Frenzy Poker™
- Spin Poker (9-line)
- Super Times Pay® Poker
- Triple Play™/Five Play®
- Ten Play™ Poker
- Triple Spin® Poker
- Ultimate X Poker®



TREATING OUR CUSTOMERS LIKE ROYALTY

“Awarding Tom Borman, Senior Director of Gaming Operations of Isle of Capri, with an iPad® during the Ultimate Aces Poker™ Tournament was easily one of the best moments of the show. Tom’s iPad® had recently been stolen, and he hadn’t yet replaced it. Plus, it was his wife’s birthday the next week. It was a nice present to give to both of them.”

John Daley, Director of Video Poker

SHOW SUPER STARS

THE LARGEST LIBRARY OF POKER TITLES COMBINES WITH INDUSTRY-LEADING FEATURES TO CREATE THE BEST VIDEO POKER PRODUCTS IN THE MARKET

Cash King™

Offering multiple Keno and Poker themes from Multi-Play Bonus Keno to Pick-One-Poker is what makes this game the Cash King™!

- Available on AVP® and 80960
- Multi-denominational
- For Sale

Game King® 8.2

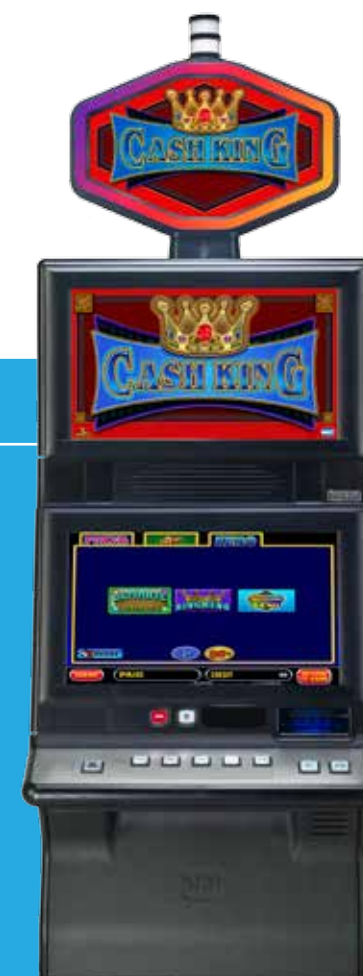
The Game King® series of products has always been a player favorite. It’s no surprise why every new version of this for-sale game is even better when you look at these features.

- AVP® Native
- Multi-denominational
- Includes Game King® 8.1 games and
 - 4 Card Cleopatra Keno™
 - 4 Card Caveman Keno™
 - 4 Card Caveman Plus Keno
 - 4 Card Power Keno™
 - Black Rhino®
 - Super 8 Race®
 - Double Bucks™
 - Texas Tea®
- For Sale

Power Quads Poker™

This product superstar features player-favorite features with a library of games sure to please a Video Poker enthusiast.

- Available on AVP® and 80960
- Multi-denominational
- Offers 113 game families on a single machine
- Frequent four-of-a-kinds can be saved for the chance to win a \$2,000 credit if a four-of-a-kind is received for all 13 hands
- For Sale theme, \$5 Daily Fee for Universal Controller



G2E BY THE NUMBERS



1

15,000+ ATTENDEES
AT G2E 2012

2

\$800,000+ SAVED
DURING G2E PROMOTIONS

3

11 iPADS® HANDED OUT
TO VALUABLE CUSTOMERS
DURING THE ULTIMATE ACES
POKER™ TOURNAMENT

4

50 ONE-YEAR
GOLD MEMBERSHIPS TO
VIDEO POKER.COM HANDED OUT

5

OVER 6,000 BAGS
OF POPCORN FOR HUNGRY
CUSTOMERS!



GAMING CAPITAL GROUP TURNS OKLAHOMA INTO A VIDEO POKER SUPER STAR

Success of Video Poker games means one thing: success for our customers. Video Poker games not only improve the coin-in per day of a casino, but they introduce variety into the floor mix so players can always find a game they want.

IT'S CLEAR TO SEE WHY GAMING CAPITAL GROUP LOVES SUPER STAR POKER® SO MUCH!

- Available as a bar top and a standalone
- 80960 and AVP® Emulated compatible
- Multi-denominational
- Unique pricing model based on number of installed units
- Offers single and multi-hand versions
- Provides a player-favorite poker games including Super Times Pay® Poker and Ultimate X Poker®
- Adds to the excitement of game play with Wolf Run® Video Slots and Coyote Moon® Video Slots
- Delivers 96 poker game families and 509 paytables

GAMING CAPITAL GROUP INSTALLED SUPER STAR POKER® IN OKLAHOMA AND THEY ARE BEGINNING TO SEE PERFORMANCE NUMBERS OF 2-2.5X HOUSE AVERAGE.

“Video Poker had a slow start in the Oklahoma gaming market. GCG introduced Super Star Poker® and among the 10,000 electronic gaming devices we operate in Oklahoma, Super Star Poker® is now one of our top performers.”

Rolen Miller, CEO



MULTI-HAND. MULTI-WIN. MULTI-WOW!

The success of Multi-Hand Video poker is on the rise, and here’s how multi-hand games promote the lifespan and profitability of Video Poker in specific markets.

Video Poker grows in popularity as gaming markets mature

Multi-hand games move at a faster pace and keep players engaged in high levelsof excitement.

As Video Poker demand increases, players start checking out multi-hand games

THERE'S NO BETTER TIME THAN NOW TO START TAKING ADVANTAGE OF THIS MASSIVE LIBRARY OF POPULAR GAME THEMES.

- Triple Play Draw Poker®
- Triple Play Draw Poker with Match Card™
- Double Super Times Pay Poker™
- Hundred Play Draw Poker™
- And more!

ULTIMATE X POKER®

“Ultimate X Poker® is hands down one of the best multi-hand games we offer! It provides super high volatility and players love the exciting ride it provides.”

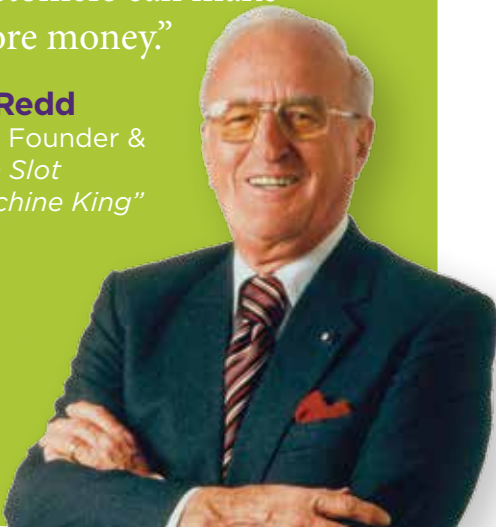
Shannon Bloom, Senior Video Poker Specialist



SI SAYS...

“My philosophy is very fundamental. With customer service as our goal, we’re always searching for new ways to help gaming operators build profits...so our customers can make more money.”

Si Redd
IGT Founder &
“The Slot
Machine King”



SETTING UP FOR SUCCESS

AVP® NATIVE GAME KING® VIDEO POKER

Ensuring your Video Poker products are set up correctly right from the beginning is imperative to its success. Operators who set games properly say that some of these themes have been going strong for over a decade!

We're in the business of saving you money, and our Video Poker gurus are experts at game set-up.

Let us help exceed performance expectations.

In this installment of Setting Up for Success, here are four simple pointers that will increase the performance of your AVP® native Game King® Video Poker game. It's all about space.

- 1 Bye Bye Banners** Removing the banners gives players additional screen space during game play to keep the traditional look and feel of Video Poker alive.
- 2 Size It Up** Using smaller game family icons also makes the screen less crowded for players.
- 3 A Kick in the Glass** Be sure to enable the red or blue Game King® theme glass.
- 4 Check Your Alignment** Use the widescreen adjustment to align cards and buttons for a more inviting gaming experience.



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Seasons Greetings!

From our Video Poker family to yours, we want to wish you Happy Holidays!



Thank you for your business!
John, Mike, Sal,
Shannon and Nikol





WANT TO SAVE UPWARDS OF \$5,000?

DON'T MISS OUT ON THE CHANCE FOR
TWO FREE CONVERSIONS!

It's not too late!

We're so interested to hear what you have to say about IGT's Video Poker that we've extended our deal. All you have to do is tell us what you think about our Video Poker products, services, specialists, marketing or even our hairstyles, and you'll be entered to win two free conversions of your choice!

Tell us what you think at IGTVP@IGT.com