

SPECIAL G2E 2012 OFFERS, DEALS, AND PRODUCTS!

VIDEO POKER NEWS FOR CASINO PROFESSIONALS • SEPTEMBER 2012

INSIDE STRAIGHT

INTRODUCING OUR NEW FEATURETTE: SI SAYS

AFTER MULTIPLE YEARS,
POKER PLAYERS STILL DECREE IGT'S
VIDEO POKER GAMES AS #1.
SEE WHY INSIDE

WHERE WE'VE BEEN

AND WHERE WE'RE GOING

AN EXCLUSIVE INTERVIEW

WITH THE GURU OF
VIDEO POKER, JOHN DALEY!

♥ We Love You
Vi*deo Pok ER!

We create
the games that
create fans

See why players love our
Video Poker games inside!



#1

Video Poker Player Community

Featuring all the most popular casino video poker games

Learn at Home, WIN at Casinos!



Win Cash and Prizes in our FREE Contests!

Visit

videopoker.com

to find out why it's the best Video Poker site on the Web.

Q&A WITH JOHN DALEY



John Daley
Director Video Poker • IGT

The guru of video poker sits down to chat with us about G2E, new poker products, the chance to win an iPad®, why players love IGT Video Poker, and when his own affinity for the game started.

Q

For some reason, IGT has what seems to be the magic formula for Video Poker. Why do players enjoy these games so much?

A

It's probably that our team takes the time to know players. It's where we excel. If you want a game to perform well, we need to make sure players are going to want to play it and know how. Using traditional elements and adding in new themes keeps those people packed on machines.

Q

Where do you see Video Poker going in the future?

A

Well it's definitely not going away. As certain casinos mature, they find they have players who like to influence a game's outcome. Video Poker is a game of skill. There will always be a new set of players somewhere becoming more experienced.

And then there's the new generation of Video Poker players. They want skill-based experiences where how much they win is based on how good they are. Over time, more players become Video Poker players.

Q

When did you start playing?

A

Oh wow. I think we're going on over 20 years now. I mean, I've been a Video Poker player for years. I started studying the game back in the early 90s. It was funny how my love for the game just fit perfectly when I started at IGT in 2003.

Q

What's the first thing visitors should do at the booth?

A

The iPad® contest! Anyone who qualifies for a game on Ultimate Aces Poker™ is entered to win a new iPad®.

Q

What's the one poker product everyone needs to see from IGT at G2E 2012? Why?

A

People really need to check out the Game King® 8.2. It has the whole Game King®/Multi-Game King set plus all our latest blackjack, slots and Four Card Keno games such as Cleopatra®. It's kind of like the swiss army knife of poker products.

Q

Anything else you want to add?

A

Have fun at the show and check out our games!

5-FOR-3 SPECIAL DEAL

Once again, you have the opportunity to save big while purchasing the best-performing Video Poker themes in the world.



Numbers don't lie:

5-for-3

For every three AVP® conversion kits of purchased, daily-fee poker games, you receive two free 80960 daily fee conversion kits for free

\$9,090+

The amount of money you can save by taking part in this money-saving deal

11/15/12

When the offer expires. Contact your poker specialists now!

60 Days

The period of time where you won't be charged a daily fee on any of the 5-for-3 purchased games

THE BEST THEMES. THE BEST CABINETS. THE BEST DEALS.

The success of our business is based solely on the success of yours. That's why we're offering more deals during G2E 2012 than we ever have before. Check out even more money saving opportunities below:

- Universal Slant with daily fee poker for \$17,995. Normal price of \$20,294. **Total savings of \$2,299!**
- G20 Bar Top with daily fee poker for \$9,995. Normal price of \$13,245. **Total savings of \$3,250!**
- G20 Upright with daily fee poker for \$10,995. Normal price of \$15,845. **Total savings of \$4,850!**

50-100 Play ANALYZE! CUSTOMIZE! OPTIMIZE!

The popularity of 50-100 Play games is undeniable. Combining the well-known success of IGT Video Poker with player-favorite themes such as Super Times Pay® makes these games perfect for any casino floor.

WHO

Our valued customers

WHAT

50-100 Play games with exciting themes such as Quick Quads Poker® and Super Times Pay® Poker

WHY

Success has been seen across the floor. High-denomination rooms and low-denomination banks alike see strong performance with these themes.

HOW

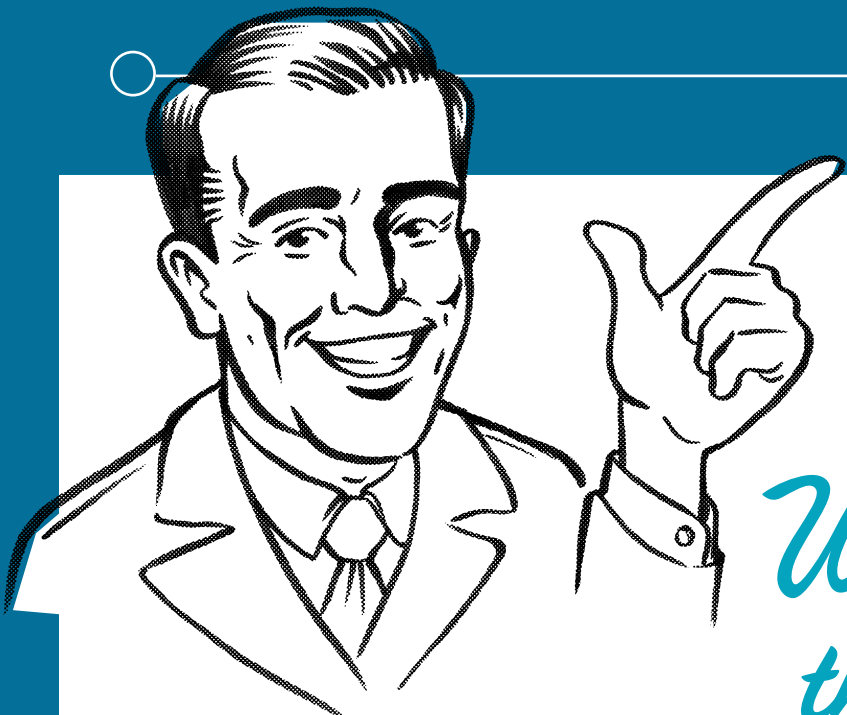
Ensure the operator-configurable minimum bet is set-up with the appropriate denomination. This configurable option allows for the perfectly customizable gaming experience. Working with the Video Poker Specialists to ensure proper set-up and denomination will only help secure strong performance.

SI SAYS...

"I have always believed if we look after our customers so they can make money, then they will continue to have confidence in our product..."

Si Redd
IGT Founder &
"The Slot
Machine King"





G2E 2012

*We create the games
that create fans.*

G2E is always a bit crazy. Multiple booths, hundreds of games and thousands of people. Here's a guide for the IGT booth and what you don't want to miss in the world of Video Poker.

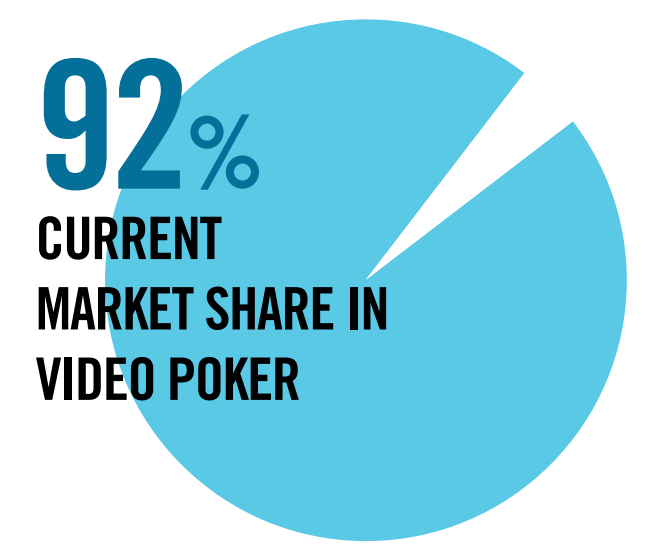
- ✓ Check out the iPad® contest. Think you're just that good at Video Poker? Come try your skills at playing Ultimate Aces Poker™ and see if you have what's necessary to win a brand new 3rd generation iPad®!
- ✓ Meet with Video Poker Specialists. From the proper floor layout and mix to the appropriate game set-up, these poker product wizards will be able to help you with anything and everything you need in the world of IGT video poker.
- ✓ Take advantage of the 5-for-3 deal. Since IGT is in the business of making you money without hurting your pocketbook, be sure to check out this amazing deal on the best performing products in the field.
- ✓ Check out the new AVP® native games: Game King® 8.2 and All Star Poker® II are continuing the success of poker themes on player-popular platforms. The interoperability of these themes on AVP® means you can now apply sbX® and Service Window capabilities to your favorite poker products.
- ✓ Have fun! Check out all the new Video Poker themes IGT has to offer. And make sure to wear your comfy shoes!

FROM THE SPECIALISTS

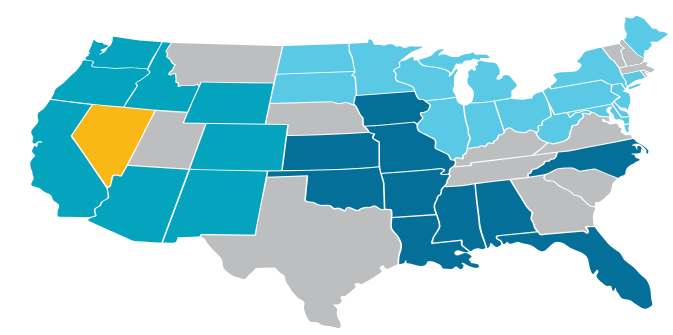
LOWER HOLD PERCENTAGE DOES NOT MEAN LESS PROFIT

"Customers should remember one thing about analyzing Video Poker performance – you take win per unit to the bank, not hold percentage. Video Poker machines will never hold the same percentages as a slot or reel game, but they can definitely win you the same or much more. Sometimes there's a large focus on the overall casino hold, but remember that WPU is most important to the bottom line. Video Poker players play and play often, typically with more frequency than slot or reel players, making them a valuable player segment within each casino. If you have any questions, please find one of us (Video Poker Specialists), and we can walk you through this."

Shannon Bloom
Senior Video Poker Specialist • IGT



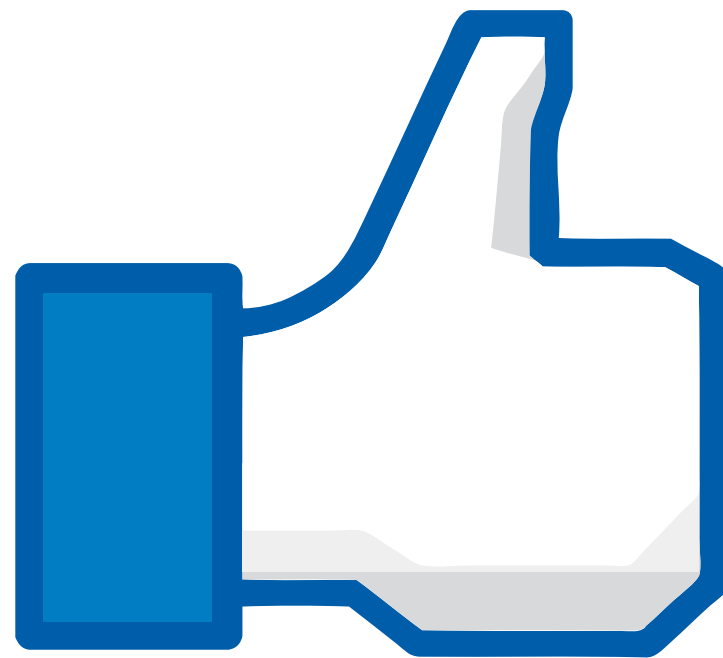
FOUR
DEDICATED VIDEO POKER SPECIALISTS
COVERING 35 STATES AND CANADA



VIDEO POKER GURUS AND THE PERFECT POKER GAMES

TO ENSURE YOU ARE TRULY GETTING THE MOST BANG FOR YOUR BUCK, TALK WITH THE VIDEO POKER SPECIALISTS FOR THE FOLLOWING ASSISTANCE

- 1 What's hot in my area?** These region-specific professionals know about the current trends surrounding your location and will be able to point you in the right direction of the perfect games.
- 2 Floor layout is essential.** When large purchases are made, these specialists can assist with placing these games in the perfect spot for your floor.
- 3 Do it right, right from the beginning.** The proper set-up of individual games is essential to success. These Video Poker professionals will help you optimize banks of machines along with specific themes. Setting these games up properly from the start will ensure longevity. Some operators are reporting themes remaining strong on their floors for upwards of 10 years!



PAST • PRESENT • FUTURE

Search



IGT Video Poker

Like

Message

Leading the way in customer and player experiences since 1979. We know video poker.



Photos

Market Share

Trade Shows

Partners



IGT VideoPoker is at G2E 2012
2012

Come check out our newest releases this year! All Star Poker® II is AVP® native so now anyone can seamlessly integrate sbX® and Service Window to make for an even greater player experience! Check us out this year at our booth!



Like • Comment • Share



VideoPoker.com shared a link shared a link on your wall.
2007

Hey, guys. Check this out!



Online Video Poker!
videopoker.com
VideoPoker.com brings poker into the 21st century

Like • Comment • Share



IGT Video Poker likes this.



IGT Video Poker
1995

The first multi-hand video poker game changes the face of gaming.



Like • Comment • Share



Station Casino shared a link.
2009

Hey! We just put the first Video Poker free play game up on our website, and people are loving it!



Be the first to play video poker for free!
www.sclv.com

Like • Comment • Share



IGT Video Poker likes this.



IGT Video Poker
2000

Multi-denomination poker allows players to customize their poker experiences. The player is always top priority.



Like • Comment • Share



IGT Video Poker
1981

IGT becomes a publicly traded company.

Like • Comment • Share



Wall Street likes this.

Start



The birth of Video Poker
1979

Si Redd introduces the first Video Poker machine into the market

Like • Comment

This page is an artistic representation.

OUR TOP FIVE

WE CREATE THE
VIDEO POKER
PRODUCTS
THAT CREATE
FANS!



Game King® 8.2

Benefits and Features

- AVP® native
- Quarter, fifty-cent and dollar denomination
- Includes all games currently in Game King® 8.1 plus:
 - 4C Cleopatra® Keno
 - 4C Caveman Keno®
 - 4C Caveman Plus Keno
 - 4C Power Keno®
 - Black Rhino®
 - Super 8 Race® (9-reel)
 - Double Bucks
 - Texas Tea®

Pricing

- For Sale



Ultimate Aces Poker™

Benefits and Features

- AVP® native
- Quarter, fifty-cent and dollar denomination
- Each ace has a multiplier value associated with it, and the value is multiplied against any winning credits for the final hand

Pricing

- \$15 Daily Fee



Power Punch Poker™

Benefits and Features

- 80960 / AVP®
- Quarter, fifty-cent and dollar denomination
- Punchout Bonus initiated with a qualifying 4-of-a-Kind win at max bet

Pricing

- For Sale theme, \$5 Daily Fee for Universal Controller



Power Quads Poker®

Benefits and Features

- 80960 / AVP®
- Quarter, fifty-cent and dollar denomination
- A 2,000-credit bonus is awarded when player collects 13 possible 4-of-a-Kinds at max bet

Pricing

- For Sale theme, \$5 Daily Fee for Universal Controller



All Star Poker® II

Benefits and Features

- AVP® native
- Nickel, dime quarter, fifty-cent and dollar denomination
- Includes 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

Pricing

- \$20 Daily Fee

You already know our Video Poker games have a massive fan following. Here are the top must-sees at G2E 2012 to continue your Video Poker success.

VIDEO POKER CATALOG



TRIPLE PLAY DRAW POKER WITH MATCH CARD™

- 80960/AVP® Platform
- Quarter, fifty-cent, and dollar denomination
- Multipliers are awarded if any additional cards pulled from a separate 52-card deck match current cards
- \$15 Daily Fee



CASH KING™

- 80960/AVP® Platform
- Quarter, fifty-cent, and dollar denomination
- Offers multiple themes from Multi-Play Bonus Keno and Pick-One-Poker Includes:
 - Pick-One-Poker
 - Ultimate Way Keno™
 - Classic King Keno
 - Maniac Poker
 - Lucky Hand Poker™
 - Multi-Play Draw Poker
 - Multi-Play Bonus Keno
- For Sale



MOVIN' ON UP™ POKER

- 80960/AVP® Platform
- Quarter, fifty-cent, and dollar denomination
- Win up to three time in a single game with up to three chances possible to improve your hand
- Held cards and wins in the previous lower-tiered hands are duplicated up to the next tier to improve or keep the previously held cards
- \$10 Daily Fee

VIDEO POKER CATALOG



TEXAS HOLD'EM FOLD UP™ POKER

- 80960/AVP® Platform
- Quarter, fifty-cent, and dollar denomination
- Simulates real Texas Hold'em with five computer players
- \$10 Daily Fee



HYPER BONUS POKER™ PLAY

- AVP® Native
- Quarter, fifty-cent, and dollar denomination
- Dealt wins trigger random multipliers on each hand up to 12x
- \$15 Daily Fee



MULTI-STREAK POKER™

- AVP® Native
- Quarter, fifty-cent, and dollar denomination
- A bonus bet triggers the possibility for multipliers over the next three games that can accumulate if additional combinations are dealt
- \$15 Daily Fee



KENO DRAW POKER

- 80960/AVP® Platform
- Quarter, fifty-cent, and dollar denomination
- A Four Card Keno game can be played at the same time if a side bet is made
- \$10 Daily Fee



TRIPLE PLAY KENO
DRAW POKER™

- Benefits and Features
- 80960 / AVP®
- Quarter, fifty-cent and dollar denomination
- Triple Play with a Keno side bet for a possible poker multiplier
- \$15 Daily Fee



MULTI-WIN POKER

- 80960/AVP® Platform
- Quarter, fifty-cent and dollar denomination
- Cards held in the base hand are not automatically held in any additional active hands. After the draw of the base hand and the dealing of any additional active hands, the game determines if any of the held cards from the base hand will improve the additional hands and if so, the held cards are used.
- \$10 Daily Fee

INSIDE STRAIGHT

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



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