

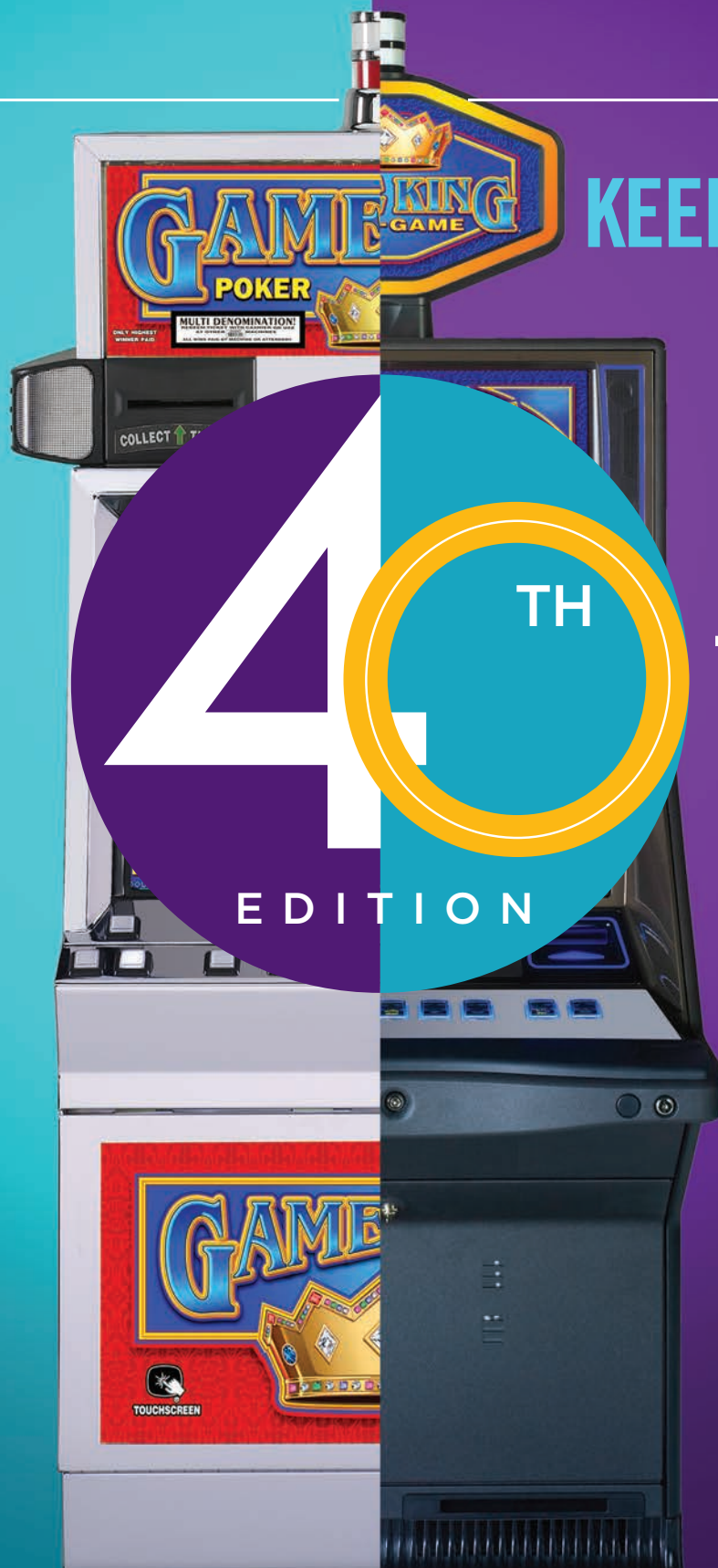
THE BRIGHT FUTURE OF VIDEO POKER

VIDEO POKER NEWS FOR CASINO PROFESSIONALS • MARCH 2013

INSIDE STRAIGHT

**YOUR
SUCCESS**
is still our #1 goal

**IT'S ALL
ABOUT OHIO**
BIG BUCKS BEING
MADE IN THE
BUCKEYE STATE



**KEEPING PLAYERS
TOP OF MIND**

IGT CONTINUES TO SET
NEW PRODUCT
STANDARDS

**THE FANS HAVE
SPOKEN!**

Super Star Poker®
is the next big one!

**WE HAVE A
WINNER!**

Could you be the
next to win two free
conversions?

And the winner is....

Armando Rodrgiuez

from Hon-Dah Resort-Casino & Conference Center!

You could be next!

All you have to do is let us know what you think about IGT Video Poker, and you could win two free conversions of your choice valued at more than \$5,000!

“Sal and Daren were both helpful in choosing the right game and even helping me configure the optimal settings. Also, I want to thank Sal for helping me on a customer dispute I recently had...Keep up the good work guys.”

Thanks, Armando!

Tell us what you think at IGTVP@IGT.com

JOHN DALEY ANSWERS THE NEXT BIG QUESTION...



John Daley
Director Video Poker • IGT

Why AVP®?

You may have heard about it before, but John is here to explain why AVP® is the future of Video Poker.

Q

So John, there's been a lot of talk recently about AVP® and IGT's Video Poker. Can you give us any insight as to what this means?

A

To sum it up, AVP® is the future of our Video Poker. It's faster, it's got more space for games, it's just better overall. We had a really good run with previous platforms, and they've been great, but we're really excited to give operators even more performance and reliability.

Q

But older, classic themes will still be available, right?

A

Absolutely. We want to make our customers lives better not more difficult. We want to provide them with those classic themes and multi-game features that players know and love, but we want to make sure they can also get all our future themes and bonuses.

Q

What's one of the major differences between the old platform and AVP®?

A

Our new AVP® Video Poker games will be completely compatible with our systems technology. It includes the great benefits from the SAS-based systems but adds in the strength of G2S based systems. This includes sbX®, the game library and the Game Level Player Rating on the Game King® 8.2. This lets customers discover specific player-data such as which cards players are holding, how much they're betting, and more.

Q

Speaking of players, how will they benefit from this?

A

Players will get all the same great games they love and then some. All new themes will be coming out on the AVP® platform, and we've got more than 10 multi-hand games coming out soon to keep them happy. We want to keep the traditional graphics and themes but also provide players a more comfortable and inviting video poker experience.

ALL SIGNS POINT TO THE NEXT VIDEO POKER SUPER STAR

WHETHER IT'S THE LAS VEGAS STRIP, MISSISSIPPI,
OR CRUISE SHIPS ALL OVER THE WORLD, SUPER STAR
POKER® IS GIVING PLAYERS THE GAMES THEY WANT.

POINT 1

The strip is seeing performance numbers of up to 5X average in high limit rooms, 3X average in casino bars and 2.5X average in taverns. No matter where

Super Star Poker® lands, it's keeping players engaged and customers happy.

Nikol Abelman
Video Poker Specialist

POINT 2

“Our video poker players love these Super Star packages and appreciate the diversity of play with the most popular Single and Multi-Hand Poker games as well as Keno, Blackjack, and Video Slots. These Super Star packages have rejuvenated our video poker bars and are well worth the minimal fees. We are proud to include the Super Star series in our varied mix of video poker here at the Silver Slipper Casino.

“We recently installed 5 additional Super Star packages at the Original Stage Bar. They immediately produced at 2X house average against the adjacent 9 bartop units and we hope they hold to that number.”

David Pisarich
Director of Slot Operations at
Silver Slipper Casino

POINT 3

“We have new guests every week, and yet regardless of the group, Superstar is always a top performer. It makes up 25% of the poker product across our fleet. And the variety and depth of product in the Superstar platform allows us to provide a product for any crowd whether the ship is in the U.S., Europe or anywhere else in the world.”

Jim Abbas
Vice President of Casino Operations at
Norwegian Cruise Line where Super Star
Poker® is performing at an average of 3X
house average on 10 ships

POINT 4

“What we like most about Super Star Poker, obviously, is the variety of configuration options. The ability to offer playable video titles in addition to a large number of VideoPoker.com themes as well as several versions of keno and blackjack is great. Another major selling point to us was the daily pricing which is significantly less than you would pay just for a standard Triple Play/Five Play/Ten Play game, yet it includes Ultimate X, Spin Poker and Super Times Pay as well.”

Brian Bass
Regional Manager of Gaming Strategy
for Mississippi at MGM Resorts
International where Super Star Poker®
is performing up to 1.6X house average
between Beau Rivage and Gold Strike

CELEBRATING 40 EDITIONS OF BRINGING THE BEST POKER PRODUCTS AND INFORMATION TO CUSTOMERS.

We've come a long way, and the road has been paved with successful and memorable moments. From multi-denominational betting to multi-hand Video Poker, player and customer satisfaction have always been top of mind.



1995

"I love that we [Video Poker Specialists] are a one stop shop for all things Video Poker: product set-up & testing, parts support, follow-up marketing support as well as any and all sales support while presenting recommendations for poker sections of the casino floors and handling any credit or collections issues."

Nikol Abelman

Game King®

The first multi-game Video Poker product to provide player-favorite games and bonuses

1997



Triple Play Draw Poker®

The first ever multi-hand Video Poker game in the market.

"Providing customers with the support we do is why I love working for IGT Video Poker! We are the only company within the industry that has a department dedicated to the Video Poker product line and our games rock! We keep coming up with new and exciting poker products that are developed and sold by folks that live and breathe Video Poker."

Shannon Bloom

TAKE A LOOK BACK AT OUR VIDEO POKER LEGACY.

2003

Super Times Pay® Poker

Additional wager games make their way to Video Poker



"My favorite moment was within the first 6 months of this position. I was visiting a customer that had an issue with a bank of Deuces Wild. He had this bank positioned nowhere near his video poker area so I suggested that he consider moving the bank to the dedicated poker area so that it would improve performance. That was probably the first time anyone took my advice and it worked."

Sal Lambert

Super Star Poker®

The broadest variety of games ever including poker, keno, blackjack and slots

2009



"My most memorable moment is the release of Super Star Poker®. We showed it for the first time at G2E 2009. I still remember operators looking at this game with stunned faces – couldn't believe we offered such a wide range of product on one device! The G2E 5-for-4 deal at the time just made the product even sweeter."

Mike Drummond



2010

AVP®

Incorporates systems, ergonomics, speed and reliability to enhance player experiences.

And players continue to be our focus as we move into the future. Significant technological advancements benefit players. So while the technology may always be changing, dedication to customer service and success remains.



GLOBAL REACH. LOCAL FOCUS.

Expansion is continuing daily, and Video Poker could not be happier to bring the strong success of games in North America overseas. As Latin America and Europe continue to take additional Video Poker games, performance is starting to roll in.

- Two of the top five performing games in Monte Carlo are IGT's Video Poker
- AVP® Universal Slant cabinets are refreshing Video Poker on casino floors across the world

If the future of gaming is global, then IGT will be at the forefront the whole way.

SI SAYS...

IGT's high level of customer service has never stopped expanding. Today, IGT Video Poker is taking its time-tested themes all over the globe to provide legendary products and customer service around the world.

And it all started with a man who took his business from Mississippi to Alabama to Illinois and multiple other locations before landing in Reno, NV where he couldn't possibly imagine how far it would go.

"I would pull out of Reno to Boom Town, then to north shore of the lake [Lake Tahoe], then to the south shore—heck, I'd work right up to midnight talking with the customers all weekend long. Then on to Carson City and Virginia City and arrive back in Reno Sunday night at eight o'clock or so. It was absolutely exhausting... then I started adding Las Vegas to my travels, and just got used to it. Why, I've just never quit!"

Si Redd

IGT Founder &
"The Slot Machine King"



MIDWEST MOMENTUM



In less than a year, it's become one of the fastest growing markets in the U.S., and Shannon Bloom has been there every step of the way.

Horseshoe Casino Cleveland - Opened May, 2012

"Horseshoe Cleveland was the first casino to open in Ohio in 2012. With multiple Video Poker games to choose from, Horseshoe Cleveland has a good mix of slots and poker to appeal to both the new and seasoned players. From initial play, it looks like there is already a good Keno following in the market and poker is holding strong as well."



Hollywood Casino Toledo – Opened May 2012

"As the second casino to open in the state of Ohio, Hollywood Casino Toledo is a new market casino in close proximity to the mature market of Detroit, Michigan. It is expected that this casino will mature quickly and include both a good mix of seasoned and green players. Poker has started off strong and the addition of 27 multi-hand poker games will help grow the segment even more by appealing to players who enjoy the fast pace of the multi-hand games."



Hollywood Casino Columbus – Opened October, 2012

"After several starts and stops, the largest city and capital of Ohio opened its first casino, and it is expected to do extremely well for Penn National and the state since it is insulated from border- state casinos.

As the largest casino in the state with over 3000 machines, Video Poker plays an important role at the property with a variety of themes and multi hand games. Due to its location within the state, this property will be green in terms of Video Poker, however, the market should mature fairly quickly – similar to what we saw with Video Poker in Pennsylvania."

Horseshoe Casino Cincinnati – Opened March, 2013

"This casino, located in downtown Cincinnati, will be the last of the four approved full service casinos in the state of Ohio. With its proximity to neighboring states with gaming, this property will hit the ground running and have good poker play out of the gate."

SETTING UP FOR SUCCESS

All-Star Poker® II

Ensuring Video Poker products are set-up correctly right from the beginning is imperative to success.

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

Let them help you exceed performance expectations.

The following information provides the optimal set up for each individual theme for All-Star Poker® II

Game	Max Bet	Denomination	Top Award
Spin Poker			
	45 Credits	5c, 10c, 25c	36,000 Credits
Ultimate X Poker®			
3 Play	30 Credits	5c, 10c, 25c	144,000 Credits
5 Play	50 Credits	5c, 10c, 25c	240,000 Credits
10 Play	100 Credits	5c, 10c, 25c	480,000 Credits
Super Times Pay® Poker			
3 Play	18 Credits	25c, 50c, \$1	120,000 Credits
5 Play	30 Credits	25c, 50c, \$1	200,000 Credits
10 Play	60 Credits	5c, 10c, 25c	400,000 Credits
Triple Spin® Poker			
	135 Credits	5c, 10c, 25c	108,000 Credits
Double Super Times Pay Poker™			
3 Play	21 Credits	25c, 50c, \$1	240,000 Credits
5 Play	35 Credits	5c, 10c, 25c	400,000 Credits
10 Play	70 Credits	5c, 10c, 25c	800,000 Credits
Deal Draw Poker®			
3 Play	30 Credits	25c, 50c, \$1	192,000 Credits
5 Play	50 Credits	5c, 10c, 25c	320,000 Credits
10 Play	100 Credits	5c, 10c, 25c	640,000 Credits
Extra Draw Frenzy Poker™			
3 Play	18 = 15 base + 3 extra		40,000 Credits
5 Play	30 = 25 base + 5 extra		60,000 Credits
10 Play	60 = 50 base + 10 extra		100,000 Credits
Triple Play®			
3 Play	15 Credits	25c, 50c, \$1	12,000 Credits
Five Play®			
5 Play	25 Credits	25c, 50c, \$1	20,000 Credits
Ten Play™			
10 Play	50 Credits	5c, 10c, 25c	40,000 Credits



TOP 9 All-Star Poker® II

1. Double Double Bonus Poker®
2. Deuces Wild
3. Bonus Poker®
4. Bonus Poker Deluxe
5. Triple Double Bonus Poker®
6. Deuces Wild Bonus Poker™
7. Double Bonus Poker®
8. Jacks or Better
9. Joker Poker



NEW YEAR = NEW PRODUCTS

As IGT Video Poker continues to pioneer new technology in the future, classic themes only get better with new AVP® technology.

GAME KING® 8.2

This player-favorite is now available in an AVP® native version. With features like this, it's no wonder why every version improves upon the greatest video poker game system in history.

- The Brand New Game Level Player Rating provides in-depth analysis of player's habits to deliver guidance for optimal game set-up
- 55 Game Themes
- 18 Keno Families
- 4 Slots
- 1 Blackjack game
- For Sale



ALL-STAR POKER® II

One of the strongest libraries of poker themes just got better. Also available as an AVP® native game, All Star Poker II improves upon player-favorites by adding newer themes and bonuses.

- 8 Game Themes
- Extra Draw Frenzy Poker™ debuted with this exciting family
- Daily Fee-\$20/day



KENO DRAW POKER

This game combines the excitement and popularity of the player-favorite Classic Draw Poker with a new Keno side bet. Players can enjoy poker, keno or both at the same time.

- 80960 and AVP® emulated
- Additional keno cards can be added at any time with a single credit bet
- Daily Fee-\$10/day



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A Free Non-Wagering Web Site



Video Poker Player Community

Featuring all the most popular video poker games



Players play for free and for fun before coming to the casino

Visit

videopoker.com

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

For more information and to discuss partner opportunities, send email to

comments@videopoker.com