

## Record Crowd Gathers for Aristocrat's Oasis 360™ Summit 2012

Aristocrat's Oasis 360™ casino management system is monitoring devices at more than 285 casinos. A record crowd of more than 400 gathered for Aristocrat's 2012 Oasis 360 Summit that carried the theme "Real Customers. Real Solutions. Real Results." The summit was held last month at Ameristar Casino Resort Spa St. Charles, Missouri.

Aristocrat's Oasis 360 was recently named Best Player Tracking System in the 2012 Goldman Sachs Slot Manager Survey because it has been delivering unprecedented, real-world solutions that have been giving operators incredible results in casinos of all sizes from coast to coast.

Aristocrat Vice President of System Sales and Marketing Kelly Shaw said, "We have had a thrilling year at Aristocrat, one filled with evolution and revolution for Oasis 360. Recently several of our most forward-thinking customers have hit the ground running with our latest groundbreaking ideas, proving to the world that our solutions are real and extremely effective. At this year's Summit, we brought customers even greater innovations that are among the best we have yet created."

The 2012 Oasis 360 Summit featured several informative tracks, including Online Gaming, Business Intelligence, Technology, Bonusing, Marketing, Accounting and Service Support.

## Foxwoods' New Partner Program Offers Loyal Patrons New Benefits

North America's largest resort casino, Foxwoods® Resort Casino recently launched the Foxwoods Partner Program. This program allows local, regional, and national companies to join forces with Foxwoods to provide consumers with the best in products, services, and experiences.

Participating partners provide offers and discounts to over a million Foxwoods Rewards Members while receiving the full support of Foxwoods' marketing initiatives. The Foxwoods Partner program allows consumers to get more value from their purchasing dollar while partners realize business growth.

"This program was born out of the objective to consistently reward and thank our loyal patrons," said Becky Carr, Chief Marketing Officer at Foxwoods. "It complements our new Foxwoods Reward program that provides valuable and increasing benefits."

"We are pleased to provide a program where the benefits extend beyond our loyal patrons to support the

local and regional economies as well as local tourism," continued Carr.

Cornerstone partners include the Mystic Aquarium, Mystic Seaport, The Spa at Norwich Inn, and the Broadway production of "Spider-Man Turn off the Dark" now playing at the Foxwoods Theater in New York.

Foxwoods is continually working to recruit new members for the Partner Program with the goal of providing a broad spectrum of benefits to consumers.

## 7 Cedars Casino Launches Bally Mobile Applications

Bally Technologies, Inc. recently announced that the Apple® and Android™ mobile applications it created for 7 Cedars Casino in Sequim, WA are now available, along with a new mobile website also created by Bally Technologies.

"We make a continuous effort to provide our guests with the highest level of service possible," said Judy Walz, Marketing Director at 7 Cedars Casino. "That effort includes offering them the best tools and technology on and off our property to enhance their experience at 7 Cedars. Our new apps deliver convenience, information, and entertainment through a host of easy-to-use features that we can't wait for our guests to use and enjoy."

Anyone can download the apps, which are available in the Apple iTunes® store and in Google Play®. They enable users to: See the hottest slots and table games and view current promotions in just a few clicks; Access the Totem Rewards Club to check point balances; Enjoy Bally's popular Vegas Hits™ free-to-play slot game for iPhone® and iPad® users; Get info about the Cedars at Dungeness golf course such as the latest weather conditions, view the live webcam, check tournament results, or contact the Pro Shop; Find out what's being offered at the Longhouse Market and take a photo tour; View dining menus instantly and discover what nightlife and events are happening around the property; Access overhead custom GPS maps or view detailed property maps of the casino, golf course, and surrounding area; Use the embedded smart-search bar to find content by keyword; Bookmark information and create your own itinerary with My 7 Cedars; Easily reach key contacts like group sales and the casino staff; Check out 7 Cedars' live Twitter feed or Facebook wall directly from the app.

"We are so pleased to partner with 7 Cedars Casino and provide them with this custom mobile solution," said Bally's Vice President of Regional Sales Mike Walsh. "The 7 Cedars apps will be an incredible customer-service tool and a powerful new way to interact with and entertain their patrons."

## Agua Caliente Casino Resort Spa and Spa Resort Casino Debut Dual-Property Progressive Table Games Jackpots

Agua Caliente Casino • Resort • Spa in Rancho Mirage and sister property Spa Resort Casino in downtown Palm Springs are raising the stakes on table games – linking several of each other's games to create bigger jackpots. The two resorts, owned and operated by the Agua Caliente Band of Cahuilla Indians, recently launched the progressives.

The linkage goes like this: two, "3-Card Poker" tables at Spa Resort Casino will now be linked to two, "3-Card Poker" tables at Agua Caliente Casino to create a single, cross-property jackpot that now grow at twice the rate as before. The casinos are also linking one, "Crazy 4 Poker" and one, "Ultimate Texas Hold 'Em" table from Spa Resort Casino with a "Crazy 4 Poker" and an "Ultimate Texas Hold 'Em" table from Agua Caliente Casino to create a second progressive. Customers can win the jackpots at either casino.

"We are so excited to become the only casinos in California to offer these linked progressive jackpots," said Domenic Mancini, director of table games for both Agua Caliente Casino Resort Spa and Spa Resort Casino. "It's exciting to see the jackpots grow bigger than ever before."

## Harrah's Cherokee Casino & Hotel Hiring 500 New Employees

In an area of North Carolina where there's historically high unemployment, there's good news. Harrah's Cherokee Casino & Hotel is actively recruiting 500 new workers to staff the newly-expanded resort, which expects to be offering live table games later this month.

"We're pleased to announce that we're hiring 25% more employees than originally forecast," said Michell Hicks, Principal Chief of the Eastern Band of Cherokee (EBCI) that owns and operates the property. "These are high-paying jobs averaging \$60,000 a year in wages and benefits. That equates to a \$30 million infusion into the regional economy in western North Carolina."

The hiring boom coincides with U.S. Department of the Interior's approval of the amendment to the gaming compact between the EBCI and the state of North Carolina. The compact expands the Eastern Band's gaming enterprise on the Qualla Boundary.

EBCI Principal Chief Michell Hicks called the federal approval "a significant event for the people of western North Carolina, the children of the state and the Cherokee people. Not only are we putting people back to work, we now have the opportunity to invest at an even more significant level in the future of North Carolina."

Speaking on behalf of the 15,000 registered members of

the Eastern Band, Hicks said the agreement also goes beyond creating jobs. "It also underscores the strong spirit of cooperation that exists between the Eastern Band and the state. We now go forward together to continue to help not just the people in the west, but school children throughout North Carolina in the years ahead."

Harrah's Cherokee Casino & Hotel will have 100 traditional games available by late November along with a new 18,000 sq. ft. spa. "The new, expanded complex will be a world-class resort, entertainment and tourist destination," said Harrah's Sr. Vice President and General Manager, Brooks Robinson.

The addition of live dealers will attract new tourists, mostly from out of state. The compact is expected to generate as much as \$90 million that is planned for use to shore up local education budgets across North Carolina.

In recent years, the Eastern Band has been widely recognized for its stewardship of gaming resources. The tribe has invested in additional jobs, new health care facilities and services, schools, infrastructure, as well as community and environmental improvements.

Chief Hicks also noted that the family vacation experience will be improved under the new compact. "Truly, we will now have a unparalleled tourist destination in Cherokee that will bring new life to our economy that can be sustained for years to come," he said.

"This has been a team effort from the very beginning. I would especially like to thank Governor Beverly Perdue, House Speaker Thom Tillis, Senate President Pro Tem Phil Berger and the bi-partisan support of the N.C. General Assembly for sharing our vision of economic growth for our region and the state."

## Gun Lake Casino Successfully Refinances Debt

The Gun Lake Tribe recently announced that it refinanced \$165 million in outstanding debt incurred to develop and construct the Gun Lake Casino. The refinancing of the original loan was completed three years in advance of the scheduled July 20, 2015 maturity date.

"We are very pleased to have secured favorable terms to refinance our existing debt. This shows a lot of confidence in our operations and optimism for a bright future, not only for our citizens, but the local economy," said D.K. Sprague, Tribal Chairman. "As a result of the financial markets improving, and the Gun Lake Casino exceeding expectations, the Tribe was able to significantly reduce its cost of borrowing."

KeyBank's Native American Financial Services division led the refinancing process. "The Authority is grateful to KeyBank for being an outstanding financial partner. This relationship has allowed the tribe to lower its interest costs

and have the flexibility to consider expanding the Gun Lake Casino. At this time, we do not have definitive plans to expand, but with this refinancing, it is now possible," said John Shagonaby, CEO of the Gun Lake Tribal Gaming Authority.

### Red Hawk Casino Named Best Casino in Nine Western States

Red Hawk Casino, located in Placerville, CA, is pleased to announce that it was named Best Casino in the 2012 *Casino Player Magazine's* "Best of Gaming" Awards in the Native West category that includes Native American Casinos in nine western states. Red Hawk took home nine first place wins including Best Casino, Best Players Club, Best Comps, Best Promotions, Best Reel Slots, Best Video Slots, Best Video Poker, Best Buffet – Waterfall Buffet, and Best Chinese – Pearl.

"We are honored to have been voted Best Casino by our players and *Casino Player Magazine's*," said Bryan deLugo, general manager at Red Hawk Casino. "These are well deserved awards for Red Hawk Casino team members who provide an unmatched casino experience and outstanding guest service."

### Fantasy Springs Resort Casino Earns 2012 TripAdvisor Certificate of Excellence

Fantasy Springs Resort Casino has received a TripAdvisor® Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor and is extended to qualifying businesses worldwide. Approximately 10 percent of accommodations listed on TripAdvisor receive this prestigious award.

To qualify for the Certificate of Excellence, businesses must maintain an overall rating of four or higher, out of a possible five, as reviewed by travelers on TripAdvisor. Additional criteria include the volume of reviews received within the last 12 months.

Fantasy Springs is pleased to receive a TripAdvisor Certificate of Excellence," said Paul Ryan, General Manager of Fantasy Springs Resort Casino. "In today's modern social networking environment, TripAdvisor has become the gold standard for customer feedback. It's a compliment to the hospitality culture that has been a core element of Fantasy Springs Resort Casino."

### Muckleshoot Tribe Enters Into Deal for Stake in Bookie Mania

Bookie Mania Ltd, owner of Bookie Mania™, recently announced its agreement with Muckleshoot Indian Tribe

of Washington State to enter into an equity partnership with the company.

Bookie Mania is an original and ground-breaking non-gambling freemium social betting game that is scheduled to launch globally on Facebook in the Fall of 2012, followed by a roll out on other platforms and in multiple languages.

The game uses virtual currency to bring together the social gaming phenomenon with the power of a betting game. Bookie Mania is a non-gambling social betting game, and is not constrained by the rules and regulations that govern the betting market that falls within gambling. Mookie Mania takes the gambling out of betting.

"Bookie Mania is thrilled to have entered into an agreement with Muckleshoot Indian Tribe for a share in our business," said Rohin Malhotra, Founder of Bookie Mania. "It provides our business with more than just investment but also a deep relationship with this resourceful tribe, its operation and its people."

### Cherokee Nation Hosts Major Native American Art Market

Art enthusiasts are gathering at Hard Rock Hotel & Casino Tulsa as more than 130 Native American artists from across the nation display their work during the 7th Annual Cherokee Art Market on Oct. 13-14, 2012.

"The Cherokee Art Market has become one of the premier Native American art shows in the United States, which is a testament to the flourishing talent and abilities of the artists," said Bill John Baker, Principal Chief of the Cherokee Nation. "The show continues to provide Native American artists with a venue to feature their art and generate an income from a substantial number of art collectors and general enthusiasts from around the country." Collectors and art lovers can view and purchase the world's finest Native American artwork, representing more than 45 different tribes, in mediums such as beadwork, pottery, painting, basketry, sculptures and textiles during the annual market. Guests can also enjoy a variety of cultural demonstrations and performances during the market.

More than 5,000 guests attended last year's art market, and with growing anticipation for this year's event, organizers are expecting an even greater turnout.

### IGT's DoubleDown Casino Partners with Golden Acorn Casino in California

IGT recently announced that the Golden Acorn Casino & Travel Center will be hosting the DoubleDown Casino application on their casino website to provide a free play gaming experience to their casino players.

Through IGT's DoubleDown Casino application, casinos such as Golden Acorn are able to provide their players with a truly convergent gaming experience, with

access to a full-casino style offering of games in one convenient place – the casino property's website. Adding the DoubleDown app to the Golden Acorn site allows the casino to offer their players the opportunity to participate in engaging game play, including multi-player poker, through the leading virtual casino, directly on their branded sites.

"Offering the same game titles on the web that we offer inside our casino gives us the unique opportunity to deliver fun and engaging casino style experiences to our players," said David Baggerly, Director of Marketing at Golden Acorn Casino & Travel Center. "This is an incredible chance to drive interactive slot culture to our players, while allowing them to stay connected to our brand."

Guests of Golden Acorn will have the opportunity to participate in thrilling social game play, directly on the casino's website. Included in the line-up of game play are Texas Hold'Em poker, and some of IGT's top performing slot titles, including Da Vinci Diamonds® and Cleopatra®.

"Golden Acorn recognizes the opportunity to provide gaming entertainment to their players across various channels," said Eric Tom, IGT Executive Vice President of Global Sales. "This solution is allowing them to grasp an opportunity to evolve as the landscape of gaming also changes, permitting them to drive engaging game play directly to their casino guests and fans of the Golden Acorn brand."

This revenue sharing partnership with DoubleDown Casino offers casino partners, such as Golden Acorn with an avenue to provide players with extended social entertainment on multiple platforms from the largest social casino site in the world – directly on their websites while at the same time, utilizing the advantageous opportunity to deliver targeted marketing messages to Golden Acorn's players.

New games will be added automatically to the virtual casino, and first-time users of the application will receive \$1 million in virtual chips to start their play.

### **Bally Technologies and High 5 Games Announce Multi-Year Game Development Agreement**

Bally Technologies, Inc. and High 5 Games (H5G) recently announced that they have entered into an agreement that will publish a substantial number of new H5G games under the Bally brand for the worldwide land-based, mobile, and online business-to-business casino gaming markets. The multi-year agreement includes the creation and development of a variety of unique games for Bally Technologies.

"We're excited to partner with a game creator that has such a world-class track record of developing high-performing and engaging game content," said Jean Venneman, Vice President of Product Management and Licensing at Bally

Technologies. "We look forward to leveraging H5G's newest game content to help casino operators across the world drive revenues and delight players."

Ramesh Srinivasan, Bally's President and Chief Operating Officer, added, "The partnership with H5G reflects our commitment to delivering best-of-breed, cross-platform game content to our customers. This promise is reflected in the more than 25 game studios we have established across the globe, augmented by relationships with proven game developers like H5G that enable us to deliver a diverse array of creative, interactive, and exciting game content."

"We are delighted to partner with Bally Technologies, a long-time leader in the casino gaming industry," said Anthony Singer, Chief Executive Officer of High 5 Games. "With Bally's sophisticated new Alpha 2™ game platform, and a new Bally Interactive division committed to mobile, online, and social business-to-business game content, we believe that the sky is the limit for this next generation of H5G games."

### **GLI Receives Nearly 200 Submissions In First Three Weeks Under New Testing Arrangement With Nevada Gaming Control Board**

Gaming Laboratories International (GLI) has received nearly 200 submissions for testing in the first three weeks since the company was named a "Registered Independent Testing Laboratory" by the State of Nevada Gaming Control Board (NGCB).

The submissions include every type of gaming product, from iGaming to sports book devices and systems, as well as slot products and casino management systems.

The devices and systems are being tested at GLI's 86,000 sq. ft. laboratory in Las Vegas, where more than 100 of GLI's 750 employees are located.

"We have been carefully planning for this moment. We have increased our staff, capacity and lab size to ensure the influx of new submissions is met with the industry-leading quality, integrity and turnaround times that regulators, suppliers and operators in 455 jurisdictions expect from GLI," said GLI Sr. Director of Engineering and Client Services Ian Hughes.

"Since March, we have increased our Nevada staff by nearly 40 percent. We have also expanded our lab space again and are now actively utilizing more than 65,000 sq. ft. of testing space," Hughes added.

As of July 1, 2012, the State Gaming Control Board Technology Division no longer performs the pre-approval of gambling games, gaming devices, associated equipment, cashless wagering systems, mobile gaming systems, and interactive gaming systems. Pre-approval for all of these devices has moved over to private, independent test labs, such as GLI.

## Feather Falls Casino's Brewing Company Brings Home More Awards

Feather Falls Casino Brewing Company has distinguished itself as an industry leader again, garnering three medals at the 2012 United States Open Beer Championship in Atlanta.

The brewery won in the categories German Lager/Pilsner: "Soaring Eagle Pilsner" (Silver); Golden or Blonde Ale: "Golden Feather Extra Pale Ale" (Bronze); IPA: "Naughty Native IPA" (Bronze).

"It's very exciting to win these awards," says Brewmaster Roland Allen. "Hopefully it means we are on the right track to building a successful and prosperous future." Director of Marketing Ed Gilbert reminds beer lovers that they can get in on the excitement: "All of these award-winning beers are on tap at the brewery and can be taken home in 64-ounce growlers!"

The United States Open Beer Championships is the only brewery competition to include professional breweries and award-winning home-brewers. More than 1,650 beers were entered in the competition this year in 65 categories. Breweries from the US, Canada, Belgium, Iceland, Germany, Mexico, and England took home medals.

## Mohegan Gaming Advisors to Manage Resorts Casino Hotel, Atlantic City

Mohegan Gaming Advisors (MGA), a subsidiary of the Mohegan Tribal Gaming Authority (MTGA) recently announced that it will be entering into a management contract and investment agreement with Resorts Casino Hotel – Atlantic City. Subject to regulatory approvals, the agreements will create a strategic partnership between the longest established casino on the famed Atlantic City Boardwalk and one of the most recognized and dynamic brands in gaming today.

MTGA operates two of the most successful gaming and entertainment destinations in the United States, Mohegan Sun in Connecticut and Mohegan Sun at Pocono Downs in Pennsylvania. Exciting cross-marketing and promotional opportunities for Resorts, Mohegan Sun and Mohegan Sun at Pocono Downs reward club members will be introduced. Casino guests will soon have the ability to use points earned from each property's rewards program in Atlantic City, Connecticut and Pennsylvania.

This news marks the second major announcement in just two weeks by Resorts Casino Hotel. During a press conference held in the Starlight Room at Resorts Casino Hotel, owner Morris Bailey spoke of the relationship as, "an ideal formula for success; melding the unique Resorts brand with Mohegan's reputation for unparalleled service and guest experience."

"The timing is right," said MTGA Chief Executive Officer Mitchell Etes. "We have long looked at the Atlantic

City market as an excellent opportunity and with a solid commitment by state and local agencies to revitalize the area, the addition of notable partners and new offerings like Jimmy Buffett's Margaritaville, this is the perfect time to align our brands."

## 2012 U.S. Olympic Women's Boxing Trials Nominated for a SportsTravel Award

The 2012 U.S. Olympic Women's Boxing Trials held at Northern Quest Resort & Casino in February has been nominated for a "Best New Sporting Event" 2012 SportsTravel Award. Events are nominated by the readers of *SportsTravel*, the sports world's event magazine.

Criteria for nomination and voting include superior organization and attendance at the event, a superior experience for the competitors and/or spectators and how the site or venue served to enhance the event. Final balloting is open through August 15, 2012. Official ballots have been available in the July and August issues of *SportsTravel* magazine. Readers may also find more information and vote online at [www.sportstravelmagazine.com](http://www.sportstravelmagazine.com). Winners will be announced at the Teams '12 Conference & Expo, October 1-4, 2012, in Detroit.

## WMS Establishes Williams Interactive to Advance iGaming Products and Services for Casino Operators and Their Players

WMS Industries, Inc. recently announced the formation of Williams Interactive, LLC, a wholly owned subsidiary that will focus on the growth, development and operational execution of the company's worldwide online wagering, social, casual and mobile gaming initiatives. The creation of Williams Interactive is intended to optimize the benefits of iGaming for WMS' casino operator customers and their players.

Orrin J. Edidin, President of WMS Industries, has been promoted to the new position of President and Chief Executive Officer of Williams Interactive. In his new role, Edidin will lead the company's efforts to leverage its product development expertise, industry leading content and already comprehensive iGaming capabilities to capitalize on the emerging industry's significant potential growth opportunities by supporting casinos' participation in these new distribution channels. In addition, reflecting the company's commitment to operational excellence and continued growth in its core gaming product sales and gaming operations businesses, WMS has promoted Kenneth Lochiatto to President and Chief Operating Officer of WMS Gaming.

Under Edidin's leadership, Williams Interactive will integrate under a unified organizational structure the company's already extensive array of interactive gaming operations and development initiatives in the rapidly growing online wagering, social, casual, and mobile gaming distribution channels. ♣