



swipe, play + win Big Draw

HIT THE REVENUE LOTTERY WITH THE BIG DRAW, A LOTTERY-STYLE PROMOTION FEATURING LARGE INSURED PRIZES



DRIVE MEMBERSHIP AND TRIPS WITH THE BIG DRAW!

Attract new players and keep them on property with Odds On's lottery-style promotion, The Big Draw.

Players swipe their club card at the game kiosk, selecting six lucky numbers on the touchscreen. After making their selections, players are notified of the next drawing time and receive a ticket with their picks. At the designated time, your staff conducts a live drawing to determine the six lucky numbers. If a lucky player has matched all six numbers, they'll score your grand prize, and Odds On will pick up the tab – up to \$1,000,000.

HIGHLIGHTS:

Attention-Grabbing Giant Prize – Offer up to \$1,000,000 for matching 6 numbers, and a large insured secondary prize for 5 correct.

Easy to Play – Players swipe their card and make their picks.

Effective – Players must be present to win.

Efficient – Built-in prize verification software makes awarding self-insured prizes easy.

Flexible – Run your draws hourly, daily or weekly.

Customizable – Game screen and ball-draw equipment can be customized to suit your property and promotion theme.

Affordable – Optional electronic ball draw available.

Risk Free – When you have a winner, Odds On pays for the prize.



Ball Draw Machine



Countertop Kiosk



Deluxe Kiosk



Super Kiosk



888.827.2249

www.OddsOnPromotions.com/gaming

Interact:



THE BIG DRAW

HOW IT WORKS:



1 SWIPE

Players get one or more free chances a day to swipe their club card and play. Keep them on property by offering additional free plays for time on property or earned plays for coin-in benchmarks.



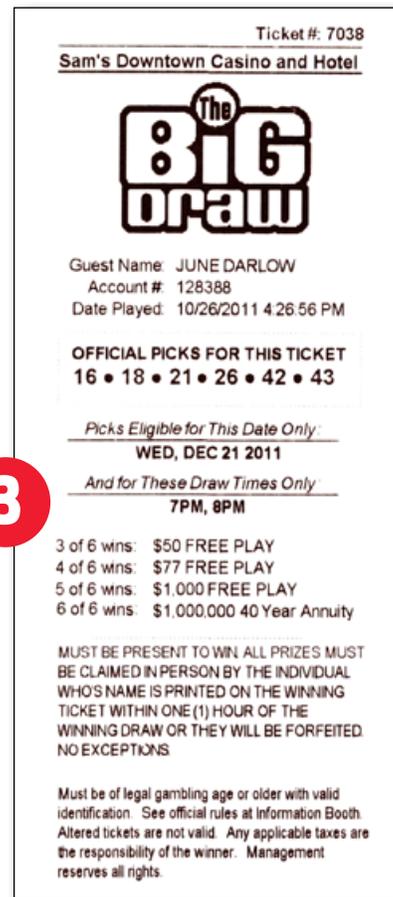
2

They are presented with a simple selection screen, where they pick their six lucky numbers.



4

At the designated times, your staff will conduct live drawings to randomly determine the six winning numbers using the Ball Draw Machine.



3

Ticket #: 7038
Sam's Downtown Casino and Hotel

The Big Draw

Guest Name: JUNE DARLOW
Account #: 128388
Date Played: 10/26/2011 4:26:56 PM

OFFICIAL PICKS FOR THIS TICKET
16 • 18 • 21 • 26 • 42 • 43

Picks Eligible for This Date Only:
WED, DEC 21 2011

And for These Draw Times Only
7PM, 8PM

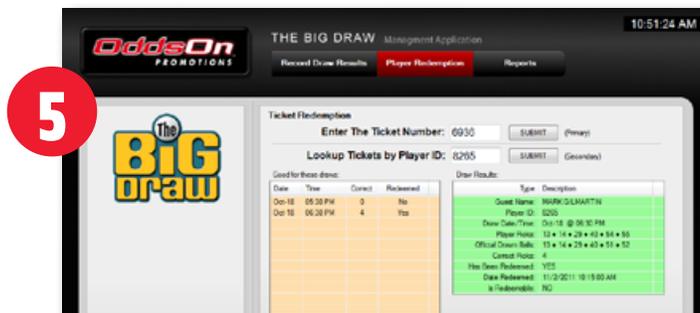
3 of 6 wins: \$50 FREE PLAY
4 of 6 wins: \$77 FREE PLAY
5 of 6 wins: \$1,000 FREE PLAY
6 of 6 wins: \$1,000,000 40 Year Annuity

MUST BE PRESENT TO WIN. ALL PRIZES MUST BE CLAIMED IN PERSON BY THE INDIVIDUAL WHO'S NAME IS PRINTED ON THE WINNING TICKET WITHIN ONE (1) HOUR OF THE WINNING DRAW OR THEY WILL BE FORFEITED. NO EXCEPTIONS.

Must be of legal gambling age or older with valid identification. See official rules at Information Booth. Altered tickets are not valid. Any applicable taxes are the responsibility of the winner. Management reserves all rights.

A ticket is printed containing:

- 1) Player account information
- 2) Official picks for the play
- 3) Prize and valid draw times



5

Prizes are awarded based on the correct number of picks. Player's report to the club booth where staff can enter the ticket number into the Prize Verification Software to verify the win.

OddsOn
PROMOTIONS

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