

SWIPE
PLAY+WIN
THE ULTIMATE PLAYER'S CLUB PROMOTION



Oddson
PROMOTIONS

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One Swipe—Three Ways to Win!

ONE GREAT PROMOTION...

- Increase Club Membership and Drive Trial With Instant Win Prizes
- Increase Trip Frequency and Reward Players With Collect and Win Prizes
- Improve Player Parties and Drawings with Controlled Ticket Distribution.

A comprehensive, turnkey, promotional **solution** that arrives at your casino ready for action! Swipe, Play + Win gives your players three ways to win every day. Customers approach the kiosk and swipe their club card or scan a bonus coupon, activating a quick playing game on a high-powered touchscreen computer. After the game is played, the kiosk prints out a custom three-part ticket featuring an instant win prize, a collect and win game piece and a drawing ticket for weekly, monthly or quarterly player parties or drawings. All games feature attention grabbing insured prizes and a corresponding interactive game show.

HIGHLIGHTS

Segmented Prize Distribution - Offer up to 20 different prizes for up to six player-rating categories with controlled prize distribution (better players win better prizes).

Easy to Play - Customer approaches kiosk, swipes their club card activating the interactive touchscreen game. Kiosk then prints a three-part ticket featuring an instant win prize, a collect and win game piece and a drawing ticket.

Easy to Operate - Compact, ATM-like kiosk arrives ready for action including a high-powered touchscreen computer, magnetic stripe card reader, bar code scanner and ticket printer.

User Friendly Reports - Get instant access to key promotion stats and participation statistics, including card member usage and prize distribution, rated by player level.

Risk Free - Offer up to a \$1,000,000 prize for a fraction of the cost.

OPTIONAL GAME SHOW FEATURE >>

All Swipe, Play + Win games feature corresponding interactive game show- perfect for bringing increased excitement to player parties and drawings.

FEATURES

All kiosks come complete with high-powered touchscreen computer, magnetic stripe card reader, bar code scanner and ticket printer.



Display Dimensions: 8'w x 8'h

Here are a few of the great games you can choose from.



LUCKY JOKER POKER

Pick a card, any card and get ready for fun and excitement! In this poker themed promotion players simply select a card to win. Find the Joker, win the \$1,000,000 Instant Prize! In addition, customers return every day to collect cards and "build" a winning hand.



SAFECRACKER

Give players the chance to win up to \$1,000,000 with SafeCracker. Players select the location and safe deposit box containing the big bucks. And, they play daily to collect spy gear and gadgets to win self-sponsored big cash and drawing tickets for even more prizes.



MONEY TRAIN

All aboard for fabulous cash and prizes! Money Train will get your players making tracks to your casino to instantly win up to a million. Customers also return daily to earn drawing tickets and train "cars" to win both insured and self-insured consolation prizes.



PARTY FEVER

It's always a party when you give players three ways to win! Party Fever gives players the chance to instantly win up to a million for picking just the right balloon! To keep this party rolling, players collect sets of party favors and earn drawing tickets for additional insured and self-insured prizes!



STRIKE IT RICH

Start your own gold rush with Strike It Rich. Players use their fingertips to pan, pick or blast their way to an instant cash prize of up to \$1,000,000. Along with the instant win prize, this game gets players coming back daily to collect gold nuggets, coins and bars – as well as drawing tickets—in order to win even more!



OPTIONAL eCAPTURE COMPONENT >>

Utilize eCapture to update and add to your email database for future marketing communications.



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