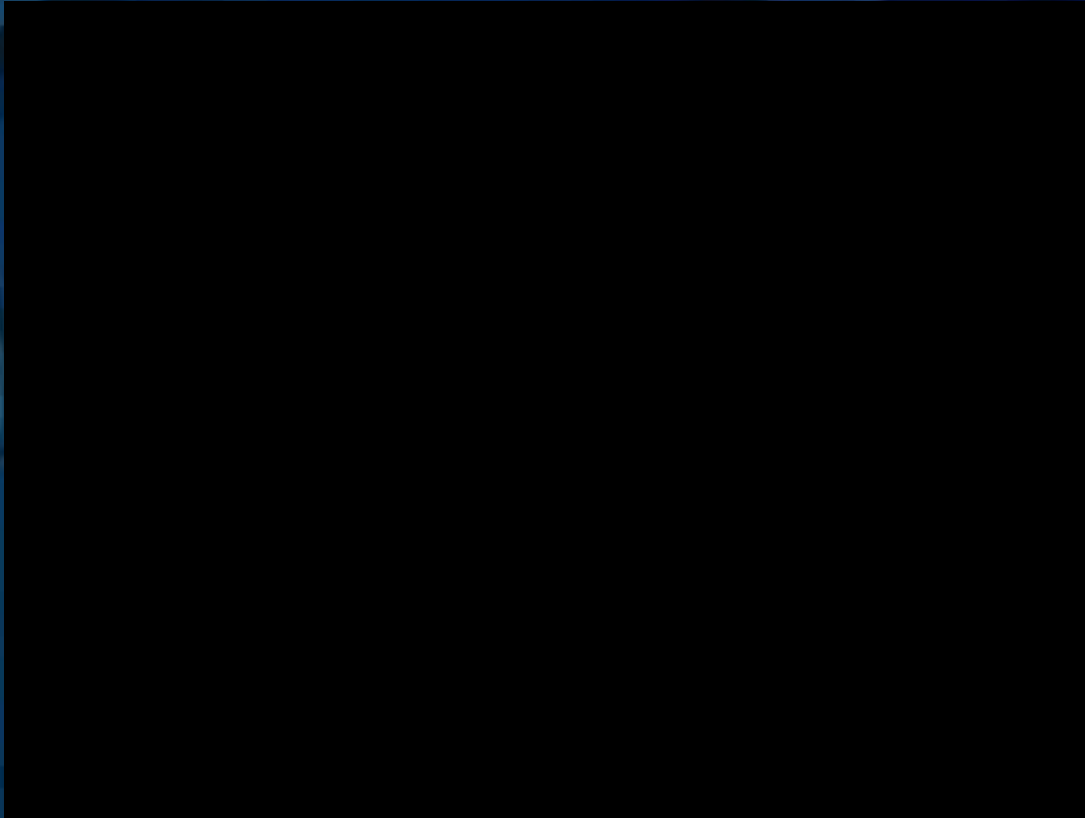
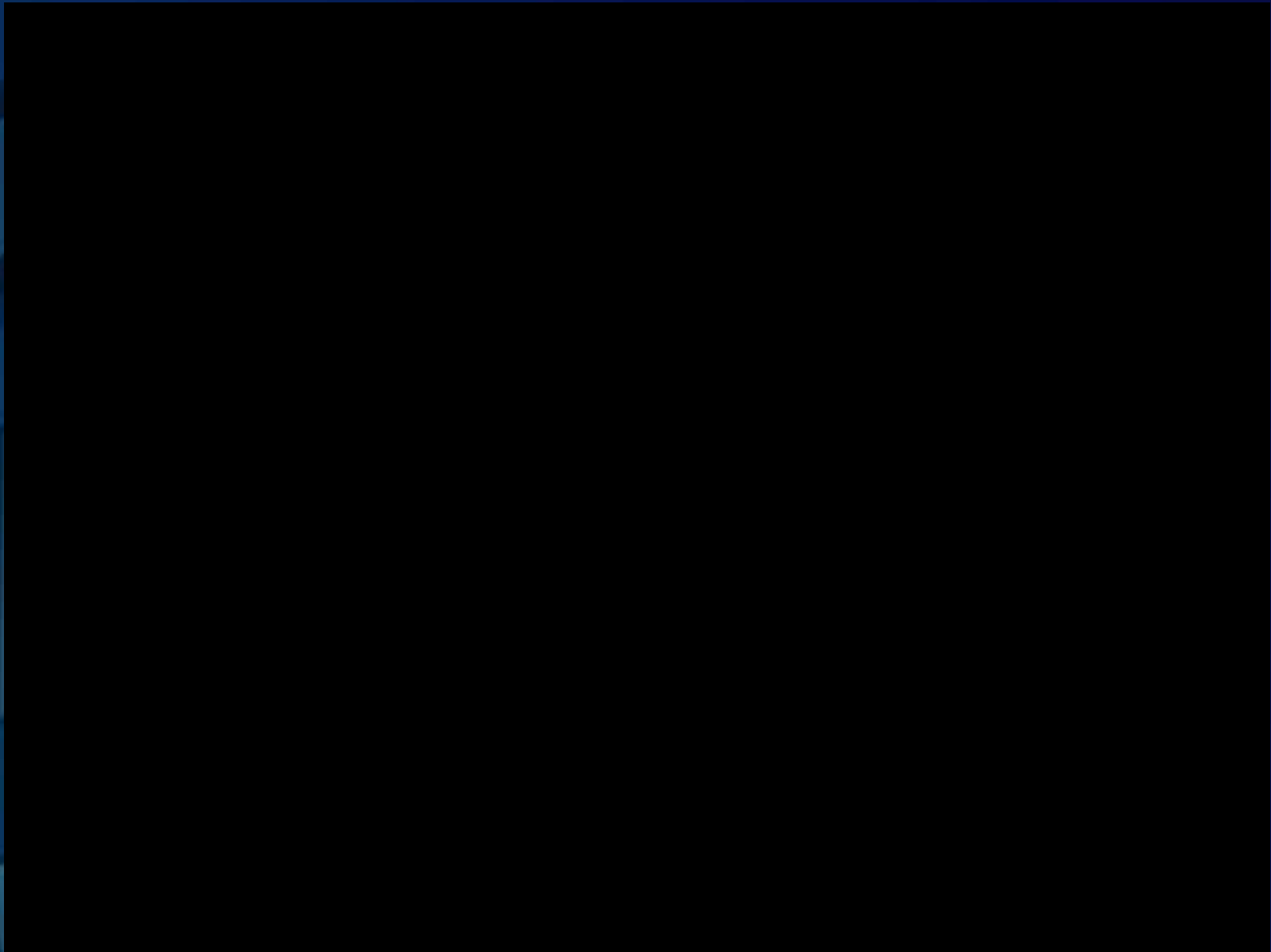


Pacific Hold'Em Poker

Jim Lightbody
*British Columbia
Lottery Corporation*





PR
H
LD

The BC Landscape

- **Gaming portfolio includes:**
 1. Lotto games
 2. Instant games
 3. 5 minute Keno
 4. Pulltabs
 5. Sports Wagering
- **Three Networks**
 - Retail, Hospitality & Internet
 - Lottery Business Unit per caps \$303.80

Background

- Hospitality Network – bars & pubs recognized as a growth area for lottery gaming – no VLT's
- Leveraging the popularity of Poker
- Developed in-house by New Product Development team – patent pending
- Innovative way to play and graphics

PACIFIC P O K E R HOLD'EM





Summary of Game

- **Object of Game**

- Make the best 5-card poker hand with your two cards on your ticket and the 5 community cards dealt which are shown on the monitor. All players who beat the 4 opponents' hands on the monitor, win a share of the pot.

- Cost is \$2 per ticket (2 cards on ticket)

- Pari-mutuel

Summary of Game

- **Raise Your Bet Feature**

- Option to raise on any ticket to \$4, \$6, \$8 or \$10 (max. \$10 per ticket)
 - Buying more “*shares*” means player can win more money

Game info (between draws)

08:18
to draw
000458

PACIFIC HOLD'EM

FEB02 06
DRAW NUMBER 000001

YOUR CARDS

A
ACE SPADES

A
ACE HEARTS

INITIAL BET - \$2.00
4 RAISES - \$8.00
TOTAL COST - \$10.00

RETAILER 1234
123-4567-8901-234-56-78

INCREASE YOUR WINNINGS! YOU CAN
RAISE YOUR BET UP TO \$10.00

HOW TO RAISE YOUR BET

Take your ticket to the
lottery point of purchase
or to a self-serve terminal

If your hand *wins*,
each \$2 raise will give
you an *extra share*
of the prize pot!

Summary of Game

- Draws every 10 minutes
- Monitor style lottery game with Texas Hold'em poker features plus lotto jackpot excitement
- Overall odds of winning a prize: 1 : 5.29
 - Guaranteed winner(s) every draw
- 61% prize payout (pari-mutuel)

Summary of Game

- Range of prizes to date with a \$2 bet
 - \$2 to \$1,735
- Distribution
 - Launched in 520 locations, primarily bars & pubs
 - Currently in 670 locations, primarily bars & pubs
 - Over next year expanding by 280 locations and exploring launching on Internet
 - Installing new Self-Serve Terminals in all locations over the next six months

Player Experience

Beat the Table

- Make a better hand than the best on-screen opponent
- Odds of beating the table 1 : 5.33

But...

- If no one can Beat the Table, the prize pot goes to the best hand (ticket holder) in the province
- Odds of best hand in the province 1 : 763.40

Another Way to Win

- **Bad Beat Progressive Jackpot**
 - Additional prize for having a really great hand but still not winning Beat the Table
 - Requires four of a kind or better
 - The jackpot grows until it is won
 - Jackpot minimum \$500
 - Promote winners within show
 - Est. \$15,000 won every 2-3 weeks
 - Range of wins experienced for the Bad Beat Jackpot \$500 to \$230,391

Draw Results & Prizes

THE HAND TO BEAT

total prize pot
\$ 600

bet	pays
\$2	\$ 20
\$4	\$ 40
\$6	\$ 60
\$8	\$ 80
\$10	\$ 100



Draw 411
If You Beat This Hand, You Win!

Marketing Support

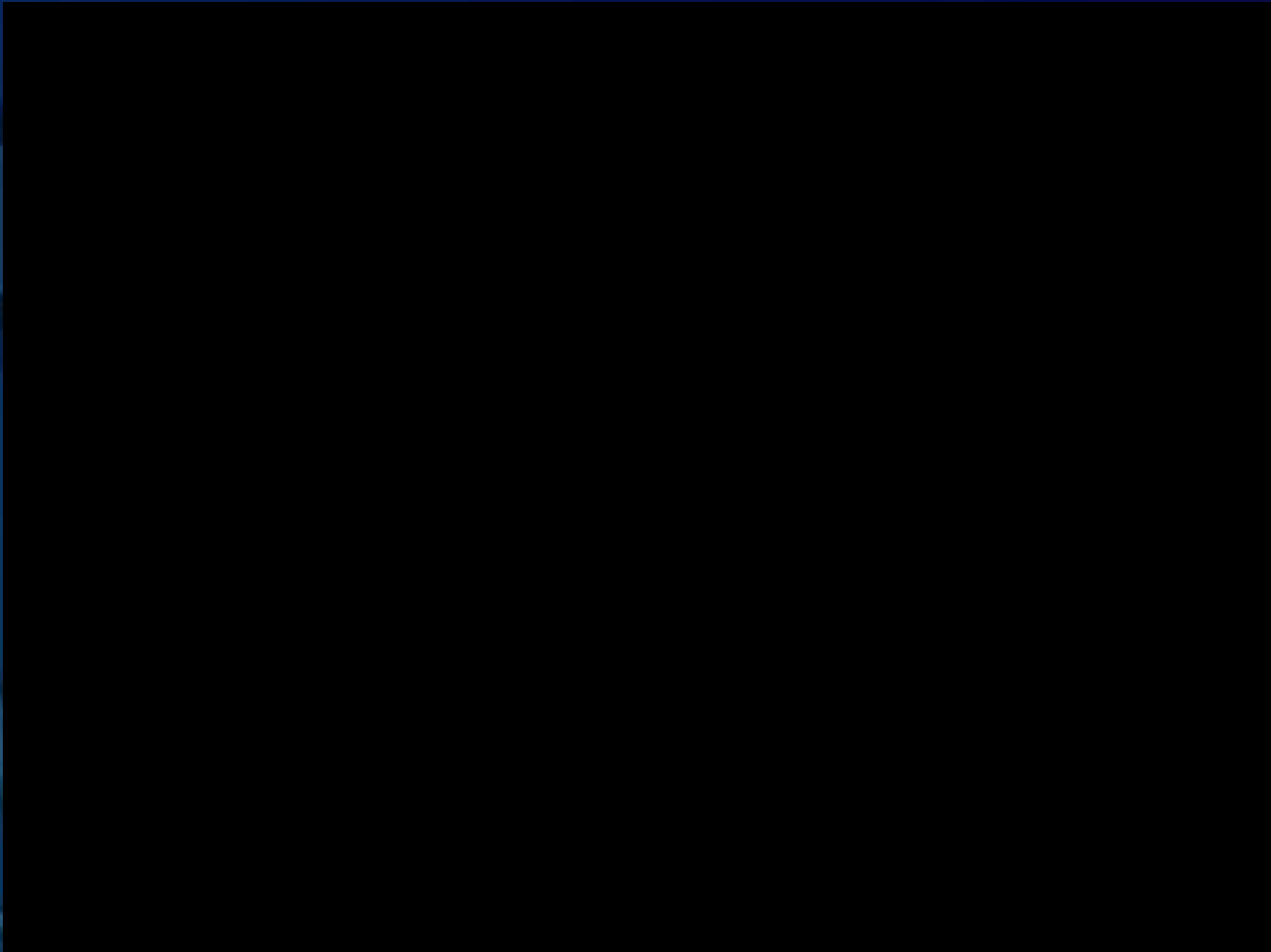
- **Training Blitz**
- **Utilize 8 minute show (between draws):**
 - How to play
 - Advertising Bad Beat Jackpot
 - Responsible Gaming
 - Promotions
- **In-bar activities:**
 - Consumer promotions
 - Retailer incentives
 - POS
 - Restobars
 - Promotional teams

Technical Support

- Satellite delivers the show
- 42" plasma screens
- SST's & terminals print tickets with picture of two cards
- Bad Beat Jackpot size shown in real time
- Ability to change ads within show

Results to Date

- Very positive feedback from customers and retailers – anticipation of draw is creating chatter & reinforcing social aspect of game
- Sales division able to remove barriers to entry with some new retailers
- Average weekly sales of over \$1 million
- Cannibalization of Keno less than 5% or average of \$104,478/week



ARE YOU IN?