

## "Why using SportGame is a No-Brainer for us"

### **Estimated Cost** for the 2005 NFL season:

Flyers and Posters:	\$	800.00
SportGame:	\$	4,400.00
\$1 Million Prize	\$	1,972.00
Prizes	\$	24,370.00

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TOTAL \$ 31,542.00 divided by 17 weeks equals \$1,855 per week

**Expected Revenue:** Last year, 420 of the Pick the Pros customers played at the casino each week; spending an average of \$47.00. That means  $420 \times \$47 = \$19,740$  was realized each of the 17 weeks.

For sake of argument, lets say 25% of that revenue was coming to us anyway. Subtract \$5,000 from the \$19,740. That still leaves \$14,740 realized for a cost of \$1,855.

The 17 week total approximated \$250,000 in gaming revenue as a result of offering SportGame to our guests. By teaming up with our powerful media partner we can expect an even greater increase in participation this coming season.

**2006?** The gaming revenue topped \$300,000 and the costs went down. The media partner became a major partner.

SportGame hears this often. . . and we smile.

There is still time to offer SportGame this coming football season.  
Let us know your interest.