

Smoke Break

ideas to lessen the impact of no smoking laws on charitable gaming

DECEMBER 1, 2006 - Edition #1

As the world's largest charitable game manufacturer, Arrow International would like to share with you tips and tricks which we have gathered from around the world to minimize the impact of no smoking laws on your game as well as to maintain and grow your customer base during transitional periods.



1) COMMUNICATION TO YOUR CURRENT CUSTOMERS

Now is the time to explain that there will be some minor changes in the next few weeks as the law takes effect and that it is an exciting time for your game to make the game even bigger and better. DO NOT talk negatively about the changes that must take place. Keep it positive.

2) SPRUCE IT UP

Now is the time to rename the "smokers room". Wash walls, tables, chairs, floors, flashboards and anything in the room. Try using white vinegar or a diluted solution of hot water and Simple Green™. Leave out bowls of white vinegar or baking soda to help absorb the smell while out of the building. Avoid air fresheners because many people are sensitive to them. Replace ceiling tiles and artwork on the walls. Try to remove any memories of what the room represented as a courtesy to the non-smokers as well as the smokers. Change the room as a special room for the month or week (i.e. - Band Boosters, Red Hat Society, Lions Club) Publish how it will be used and let word of mouth and advertising bring in new customers that may become regulars. Decorate the room special for that group during that period. Don't make the smokers feel as if they're banned from the main hall. Reusing the old smoking room makes it more comfortable for the current smoking players to switch rooms if they choose.



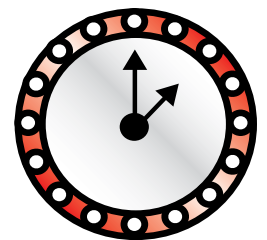
3) TAKE A LOOK AROUND

Do you have an area outside that can be designated as the outside smoking patio? Although the law is not yet defined, you will need an area away from entrance doors where your smokers can adjourn to for breaks. Look around now for some ideas of where that may be. Begin to obtain ashtrays for outside.

4) TAKE A BREAK ... OR TWO

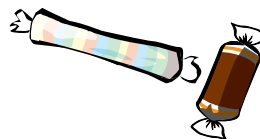
Adjust your breaks now from one 15 minute intermission to two 10 minute intermissions. This will allow your smokers to take that break they want without feeling as if they are missing the game.

Look for game ideas of what to do during these breaks to keep the game moving in the next newsletter.



5) BE SWEET

Consider adding small bowls of hard candy on the tables for the first month or two to help the transition for smokers. Leave a message on the bowl about how you support them and thank everyone for helping you raise money for your charity.



Arrow International, Inc.

Helping You To Accomplish
Great Things!

If you have an idea that you want to share with other charitable game operators, email us at sales@arrowinternational.com

www.arrowinternational.com

Smoke Break

ideas to lessen the impact of no smoking laws on charitable gaming

DECEMBER 8, 2006 - Edition #2

As the world's largest charitable game manufacturer, Arrow International would like to share with you tips and tricks which we have gathered from around the world to minimize the impact of no smoking laws on your game as well as to maintain and grow your customer base during transitional periods.



1-5) See Edition #1 or write to knagel@arrowinternational.com

6) BUNDLE UP

Pre-bundle your instant tickets into "smoker's packs" to sell as smokers leave the room during breaks. Place workers with sales aprons filled with pre-bundled tickets on each side of the doorways to make the extra sales as people exit and enter the building during these times.

7) MAKE IT AN EVENT

Hold Bingo Event games during breaks to keep the game moving. This will keep things exciting and not punish the non-smokers during the extra breaks. See the attached pages on four great games for your game to try! California Tic Tac™, Quickdraw™, Mini Dual Dab™ and Dash For Cash™ are great choices - many other games are available! Select one just for your game from www.arrowinternational.com and ask your distributor to try it.



8) STACK IT UP

Structure your prize winnings around breaks to incentivize your players to come back after intermissions.



9) BRING 'EM BACK

Consider using stamp cards to encourage repeat customers - play bingo 5 of 8 times or whatever is best for your game and win some designated prize. Also a great advertising tool in local or bingo newspapers.



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DESCRIPTION

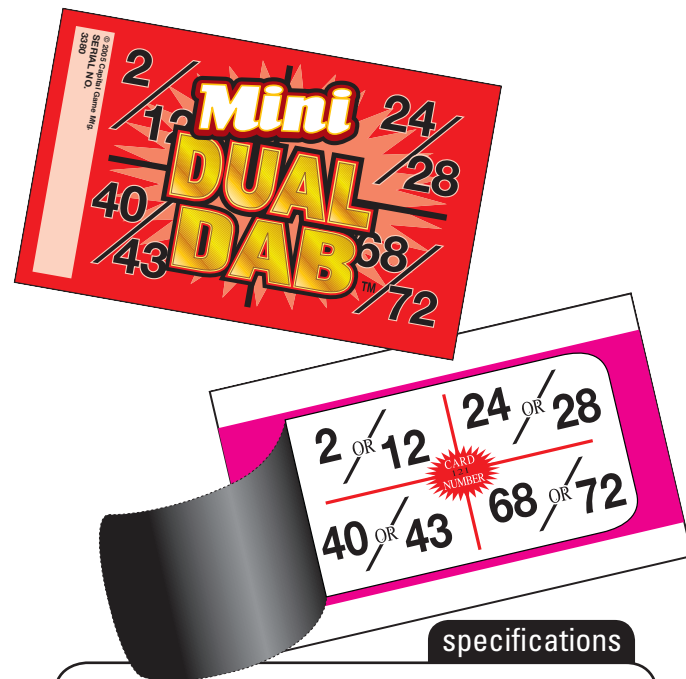
California Tic Tac, Quickdraw, Mini Dual Dab, and Dash For Cash are all unique concealed bingo tickets with unlimited ways to play. Any of these games can be played by itself or by using the numbers called from a jackpot, special or other game during a bingo session. You set the price of the tickets, you decide the prize pay out and you determine your profit!

MINI DUAL DAB™

Double The Fun!

Mini Dual Dab is a 4 number ticket with a twist. If a player has either number in a square that is called, the square gets marked giving each player 2 chances to win! Mini Dual Dab is a fast game that's great for early birds or specials. It can also be played along with a jackpot or special letting you offer an extra prize.

Mini Dual Dab comes in 6 deals of 165 tickets that can be played separately or combined when more tickets are needed. Each set of tickets has a unique serial number and is offered in 6 different tag colors (red, blue, green, orange, purple & black), making it easy for you to play and track Mini Dual Dab several times in a session.



CALIFORNIA TIC TAC™

Combining the fun of Bingo and Tic Tac Toe!

California Tic Tac is a 9 number concealed bingo ticket that will create extra profits for your game. With only 9 numbers, California Tic Tac is great for early birds, intermission games, or any time you want a fast and fun game. You set the ticket price, pick the game pattern (see the table below for suggestions), and determine your profit. For example: Charge \$1.00 per ticket; sell all 150 tickets in the deal; and then play California Tic Tac for a \$100. You'll add an extra \$50 to your profits.

Each set of tickets has a unique serial number and is offered in 6 different tag colors (red, blue, green, orange, purple & black), so you can play several times in your session. California Tic Tac is available in 5 unique series that can be played alone or combined.

average number of calls

PATTERN	150 CARDS	300 CARDS	450 CARDS
ANY LINE (8 ways to win)	7.72	6.46	5.83
ANY 2 LINE (28 ways to win)	16.43	14.57	13.58
4 CORNERS	21.75	18.91	17.44
LETTER X	27.22	24.12	22.48
COVERALL	42.96	40.20	38.66

DASH FOR CASH™

Bring The Excitement Of Horse Racing To Your Game.

- Dash For Cash is a unique ticket where players try to be the first to dab 3 numbers on a horizontal line.
- Each horizontal line of the ticket has 3 numbers from each horizontal line on a flashboard (3 B's, 3 I's, 3 N's, 3 G's or 3 O's).
- The first player to get a horizontal line wins the grand prize.
- Second and third place prizes can also be awarded to the players that complete different lines on the ticket.

For example, if the first prize is awarded on the B row, the B numbers are disqualified and the remaining numbers are called (I, N, G, & O), until the second winner. With 450 tickets per deal, Dash For Cash is sure to be a hit with your players.



QUICKDRAW™

Quickly Add Extra Profits!

Quickdraw is a 3 number bingo ticket and the first player to get all 3 numbers wins! Each deal has 600 tickets packed in 4 individual, 150 ticket bundles (A, B, C, & D) that can be played alone or combined when more than 150 tickets are needed. Quickdraw can be played by itself or along with a jackpot or special. You'll award an extra prize and make extra profits, plus offer a bonus prize if a player marks the 3 numbers on the first 3 calls (1 ticket in 67,525 tickets on average will win in the first 3 calls). Use one of the suggested pay outs or create your own! Quickdraw is sure to be a hit with your players.

specifications

TICKETS	TAKES IN	PAYOUT	PROFIT
150	\$150	\$100	\$50 (33%)
300	\$300	\$200	\$100 (33%)
450	\$400	\$300	\$150 (33%)
600	\$600	\$400	\$200 (33%)

Payouts with a ticket count exceeding 4,000 and/or prize payout less than 65% and/or with prizes exceeding \$500.00 are not available for sale in Pennsylvania, Louisiana and Mississippi. The ticket faces used in this catalog are representative of actual tickets and are for example only.

Smoke Break

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DECEMBER 15, 2006 - Edition #3

As new no smoking laws take effect in various states, there are many unanswered questions and concerns affecting the charitable gaming business. As the world's largest charitable game manufacturer, Arrow International would like to share with you tips and tricks which have worked in other states to maintain and grow your customer base during this change.



1-9) See Editions #1 & #2 for more information or email knagel@arrowinternational.com

10) A BONANZA OF FUN THROUGHOUT YOUR ENTIRE SESSION - Your players will love this unique, concealed bingo card game that is played throughout your entire bingo session. Prior to the start of the session, call 45-48 numbers and post them on the Bonanza flashboard. (If a Bonanza flashboard is not used, provide players with a sheet to mark the numbers or add a "mini flashboard" on the back of your bingo program). Make sure to include a single Bonanza card with each admission package purchased. Sell additional Bonanza cards throughout the bingo session for \$1.00 per card, just like you sell Pull Tabs.



These cards can be marked during breaks or during intermissions. If a player does not think that the card has a chance to win after marking the pre-called numbers, allow them to trade in the card for an additional \$1.00 and provide the player with 2 new cards. Stop sales and trade-ins of Bonanza cards prior to the start of the game and then re-post the pre-called numbers and continue calling numbers until there is a winner.

11) THE ELVIS® COMEBACK SPECIAL - Consider holding an event night or offering incentives to entice new players back into your hall. Event nights such as an ELVIS night have become very popular with players and there are a wide variety of products to support the theme.

Have people dress up and offer ELVIS prizes for the best costume or offer items such as ink dauber gift sets to new players or as door prizes. Have your caller dress as the "King" to add to the fun.



12) SEAL UP YOUR PROFITS - Play seal card games with a lot of sign up or holder tickets. These types of seal games will offer your smokers a chance to win even though they have gone out for a break. They will still have a good chance of getting HOLDER tickets and won't have to worry about missing an opportunity while they are briefly out of the hall. Consider trying a game like IRS (form 5260) to allow your players a lot of sign ups and additional money for your charity by selling more of this short count seal card game.



FORM 5260	\$1.00 per card
1247 cards @ \$1.00 \$1247.00
PAYS OUT	
1 Seal @ \$599.00 \$599.00
1 Winner @ \$100.00 \$100.00
1 Winner @ \$50.00 \$50.00
2 Winners @ \$10.00 \$20.00
12 Winners @ \$2.00 \$24.00
200 Winners @ \$1.00 \$200.00
PAYS OUT	\$993.00
IDEAL PROFIT	\$254.00
79.6% payback 6 sets per case	
Win Ratio: 1 per 5.7 tickets	



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Smoke Break

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DECEMBER 22, 2006 - Edition #4

The top 12 things your hall can do to maintain and grow your customer base as a no smoking law goes into effect.

1) COMMUNICATION TO YOUR CURRENT CUSTOMERS - Explain that there will be some minor changes in your operations and that it is an exciting time to make the game even bigger and better.

2) SPRUCE IT UP - Rename the old "smokers room". Wash walls, tables, chairs, floors, flashboards and anything in the room. Replace ceiling tiles and artwork on the walls.

3) TAKE A LOOK AROUND - Designate an area outside with ashtrays that can be used as the outside smoking patio.

4) TAKE A BREAK ... OR TWO - Adjust your breaks now from one 15 minute intermission to two 10 minute intermissions. This will allow your smokers to take that break they want without feeling as if they are missing the game.

5) BE SWEET - Consider adding small bowls of candy on the tables to help the transition for smokers.

6) BUNDLE UP - Pre-bundle your instant tickets into "smoker's packs" to sell as smoker's leave the room during breaks. Sell the tickets on each side of the doorways as people enter and exit.

7) MAKE IT AN EVENT - Hold Bingo Event games during breaks to keep the game moving. This will keep things exciting and not punish the non-smokers during the extra breaks.



8) STACK IT UP - Structure your prize winnings around breaks to incentivize your players to come back after intermissions.

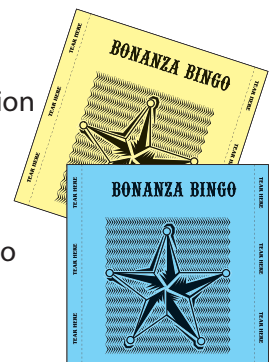
9) BRING 'EM BACK - Consider using stamp cards to encourage repeat customers - play bingo 5 of 8 times or whatever is best for your game and win some designated prize. Also a great advertising tool in local or bingo newspapers.

10) A BONANZA OF FUN THROUGHOUT YOUR ENTIRE SESSION - Include a single Bonanza card with each admission package purchased. Sell additional Bonanza cards throughout the bingo session for \$1.00 per card, just like you sell Pull Tabs.

These cards can be marked during breaks or during intermissions. If a player does not think that the card has a chance to win after marking the pre-called numbers, allow them to trade in the card for \$1.00 and provide the player with 2 new cards. Stop sales and trade-ins of Bonanza cards prior to the start of the game and then re-post the pre-called numbers and continue calling numbers until there is a winner.

11) THE ELVIS® COMEBACK SPECIAL - Consider holding an event night or offering incentives to entice new players back into your hall. Event nights such as an ELVIS night offer a wide variety of products to support the night and theme.

12) SEAL UP YOUR PROFITS - Play seal card games with a lot of sign up or holder tickets. These types of seal games will offer your smokers a chance to win even though they have gone out for a break.



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