

Industry Communication

e-bingo Gaming Initiative – Media Campaign

As of yesterday, the 14th March 2011, we engaged in a Joint Advertising Campaign with our partners, OCGA & OLG that focuses on the commitment to revitalizing the Charitable Gaming Sector, which will run until the 10th April 2011.

This is designed to highlight the unique *value* of Charitable Gaming in this province and the benefit it brings to the numerous community based charities and non-profit groups in this province.

This is another example of *partnership* that has been and is being deployed in this province between *The Government, Crown Corporation, Regulator, Charities and Commercial Operators who* all working for one common goal of improving the sector for the benefit of our community based charity groups.

This campaign is designed to have a provincial reach and will cover the following mediums - *Radio, Newspapers, Online and OLG.ca*. There will be some additional support in the e-bingo Gaming markets highlighting individual brands (Boardwalk Gaming, Kingston Bingo Group, Peterborough and Windsor).

I wish to be clear, the focus here is on *awareness* and the start of commitment to revitalizing the Charitable Gaming Sector, which in my view is an excellent message we should be sharing with the wider population of the province. It has long been no secret that through the activities in our Bingo Centres, thousands of community based charities have immediate and real access to funds to conduct their good work and we should be sharing that information.

I would encourage you listen, look and seek out the information relating to this campaign, which I am sure you will be pleased with. If you have any media inquiries, please direct them to my office (416) 245-6365 and we will deal with them as they occur.

If you have any questions on the campaign, please contact me direct.



Peter McMahon
CEO