

Easy to Use Coupon Design Software

- Template-based system helps casinos design and manage a wide range of promotional campaigns from the convenience of a workstation PC

Create Promotions Using a Variety of Issuance Triggers

- Set up issuance triggers including date, time of day, birthday, membership anniversary, incentives, length of play, frequency of issue, wagering/win/loss/cashout amount, number of games played, and many more user-definable criteria

Issue and Redeem Coupons Across the Entire Operation

- Designate issuance and redemption spots at intra-resort, cross property, internet/social media, host-assisted/mobile device, and off-site locations with easy-to-use PromoNet® Marketing Studio software

Secure Approval Process

- Provides an approval process for each promotion using the customer's email server. The Online Monitor, typically under the control of the IT department, establishes the security rights and approval authority for each user. As each promotion is created, it is emailed to an approving authority for approval. This secure process is typically controlled by the IT department



A basic component of any comprehensive couponing system is the ability to create coupons. PromoNet® Marketing Studio software does this and so much more. From the convenience of a workstation PC, the PromoNet Marketing Studio allows casino operators to design creative and customized coupons using hundreds of templates, clip art, and a variety of preloaded font types and sizes. And once a coupon design is complete, promotions can be customized using a wide range of flexible SAS and retail issuance triggers. Triggers include, but are not limited to date, time of day, birthday, membership anniversary, incentives, length of play, frequency of issue, wagering/win/loss/cashout amount, number of games played, and many more user-definable criteria.

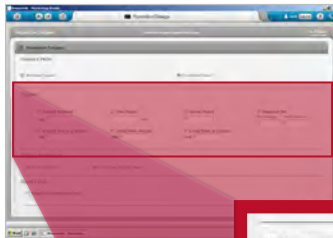
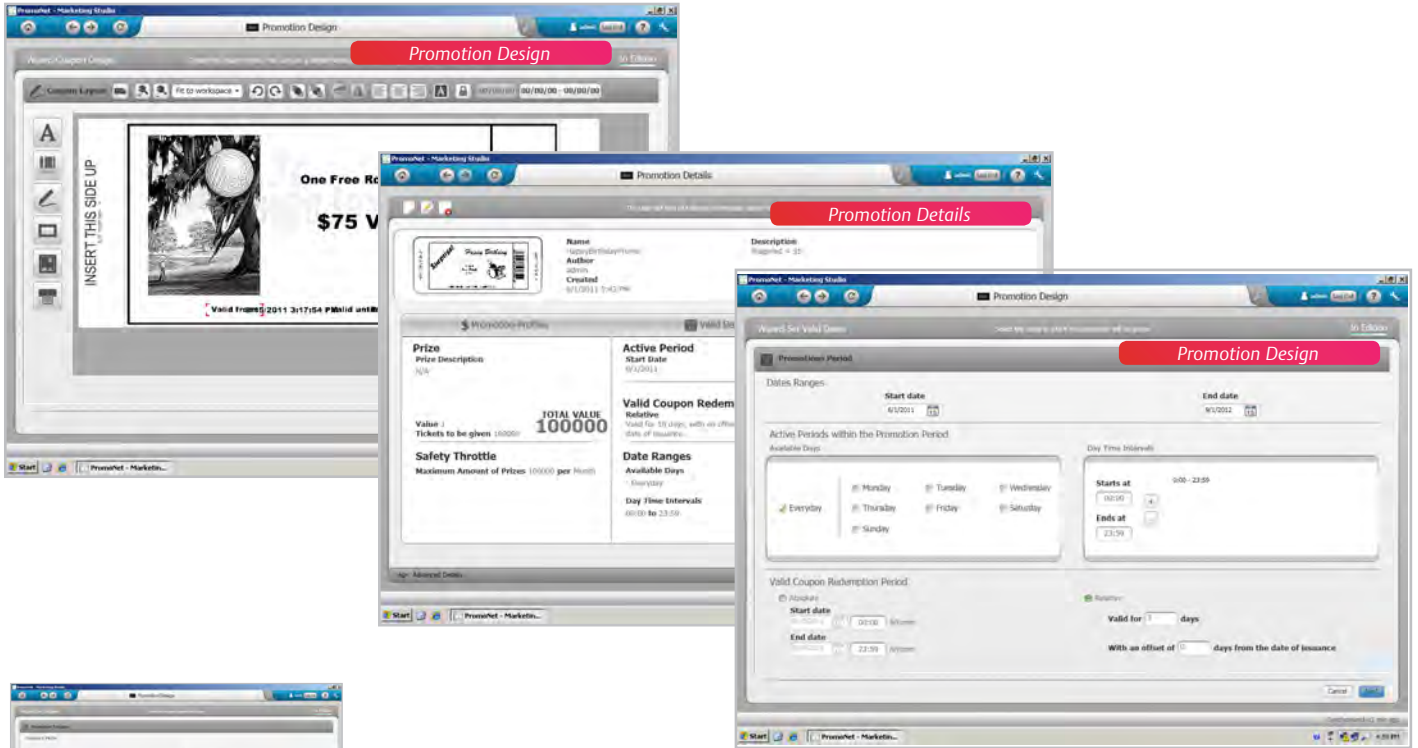
Once coupons are designed and triggers and conditions selected, the PromoNet Marketing Studio software enables

easy-to-use, multi-level access control and a secure approval system. This allows budgets to be allocated and promotions approved and downloaded to designated EGMs and standalone printers across the operation, including slot machines, restaurants, shops, registration desks, entertainment venues, bars, etc. Coupons are then issued either automatically, based on game play behavior that meets the desired conditions, or manually, by a casino host issuing on-demand coupons via a variety of mobile computing solutions.

Finally, the PromoNet Marketing Studio software allows operators to designate redemption locations. This last step closes the loop by personalizing and enhancing the player experience with giving them the choice to redeem, exchange, accumulate or progress with game play using their own rewards program.



PromoNet® Promotions



Triggers

| | | | |
|---|--|---|--|
| <input type="checkbox"/> Amount Wagered US\$ <input type="text" value="0"/> | <input checked="" type="checkbox"/> Time Played 1 <input type="text" value=""/> min | <input type="checkbox"/> Games Played <input type="text" value="0"/> | <input type="checkbox"/> Maximum Bet Percentage: <input type="text" value="0"/> Time Interval: <input type="text" value="0"/> |
| <input type="checkbox"/> Amount Won in a Session US\$ <input type="text" value="0"/> | <input type="checkbox"/> Credit Meter Amount US\$ <input type="text" value="0"/> | <input type="checkbox"/> Credit Meter at Cashout US\$ <input type="text" value="0"/> | |

Printing Preferences

Print at cashout Print when Triggers Meet



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