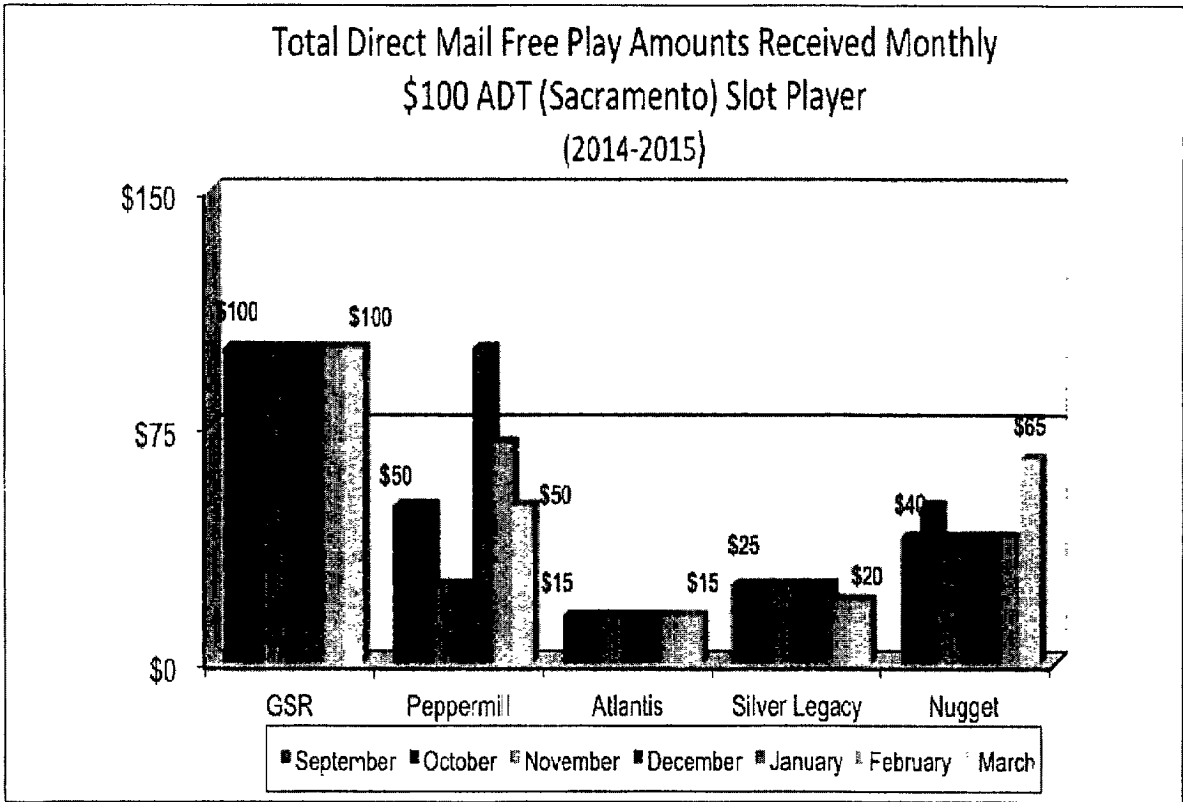
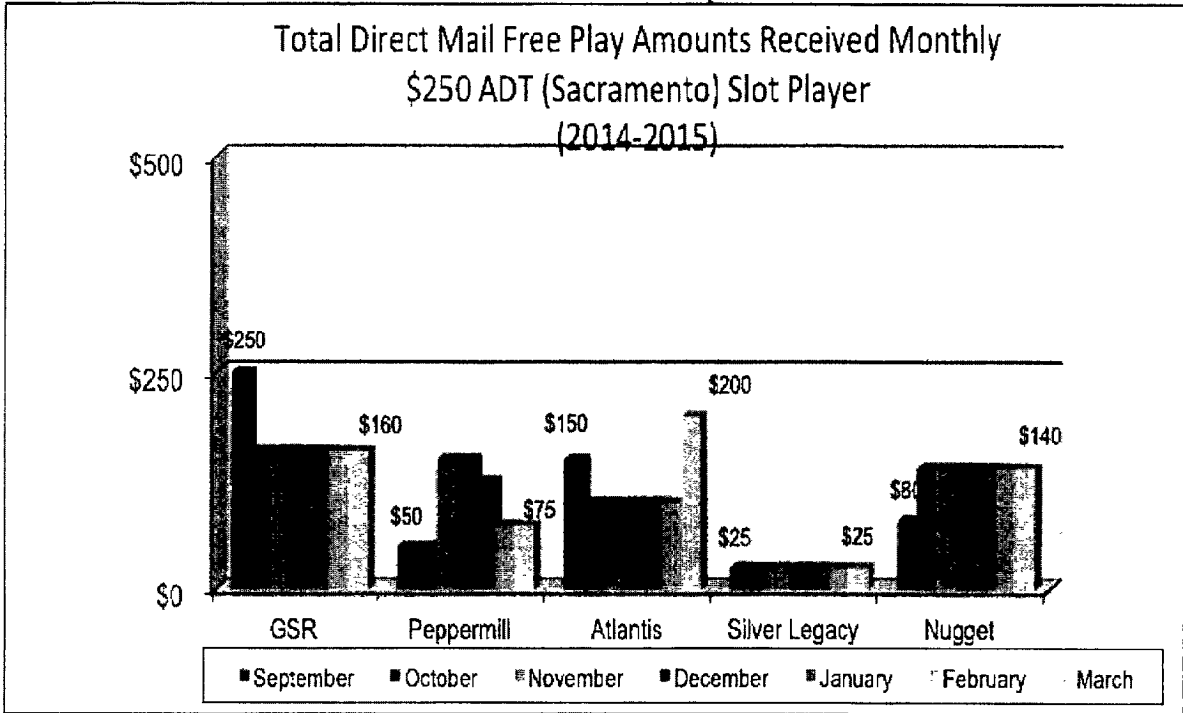


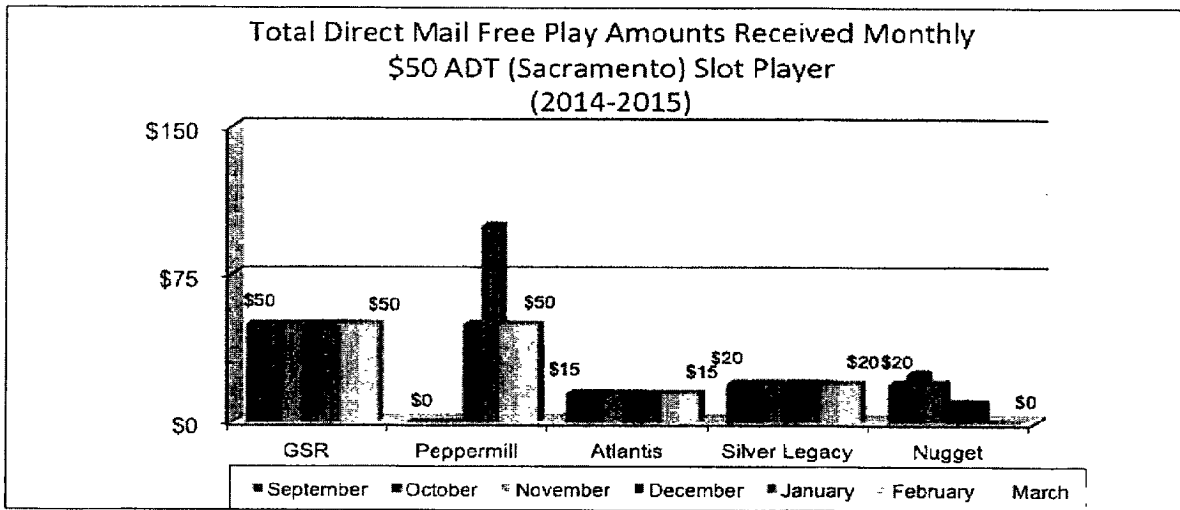
- Total free play grant days for the Reno local customers are listed below:
 1. GSR: 9
 2. Peppermill: 7
 3. Atlantis: 5
 4. Silver Legacy: 5
 5. Nugget: 4
- The Peppermill's \$100 ADT local customer increase in monthly free play is due to a large tracked loss on a recent trip.

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the non-local Sacramento area slot players in March are compared in the charts below.

Sacramento Slot Players

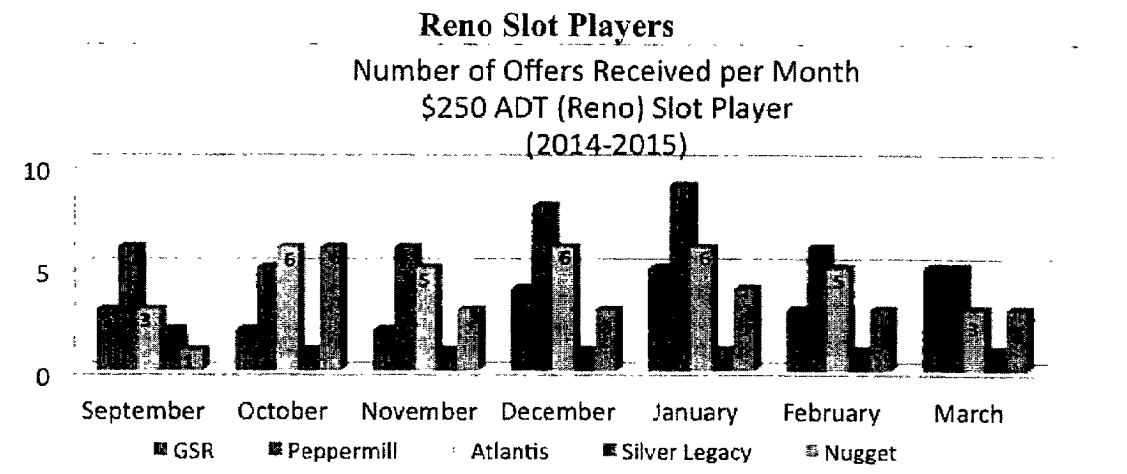




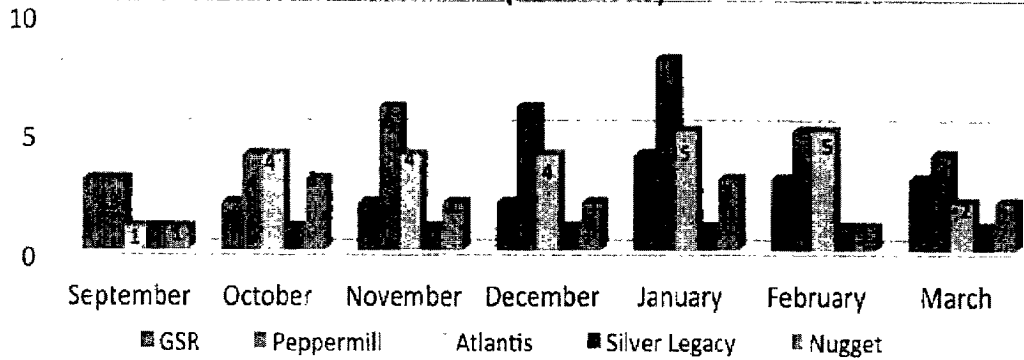
- The Atlantis \$250 ADT non-local customer was offered two “Swipe and Win” offers for the month of March. The first offer is valid for \$50-\$500 in Free play (March 7). The second offer is valid for \$100-1,000 in Free play (March 27). This is the first month that this customer received an offer starting at a minimum of \$100 in Free play. *(see attached copy of these two Atlantis offers.)*
- The Nugget \$100 ADT non-local customer was sent a “Tier Upgrade” postcard. The offer included a one-time \$25 free play bonus valid through March 20, 2015. *(see attached copy of Nugget offer.)*
- The Nugget \$50 ADT non-local customers free play offer went from \$5 twice a month to a one time “play and earn” offer for the month of March (this offer was the same in February). Earn 50 points to receive \$5 in free play, 250 points for a total of \$15 and 500 points for a total of \$30 in free play.

Direct Mail Offer/Promotional Volume Comparisons:

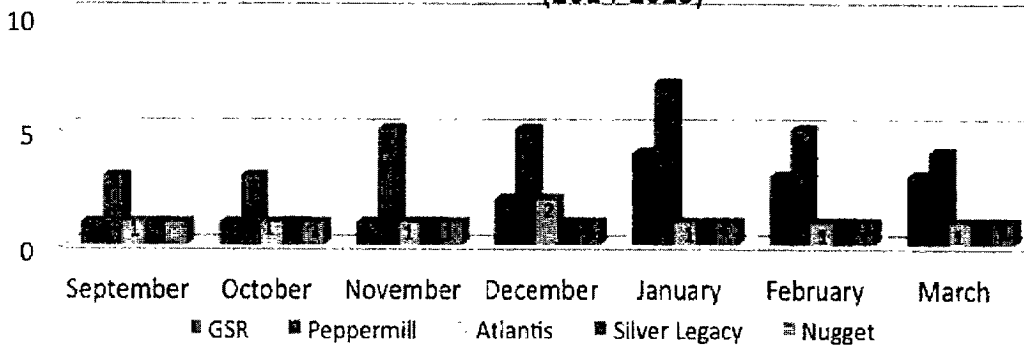
The volume of direct mail, email offers and promotions received by each of the player segments in the Reno and Sacramento areas over the past seven months are compared in the charts on the following pages.



Number of Offers Received per Month
 \$100 ADT (Reno) Slot Player
 (2014-2015)

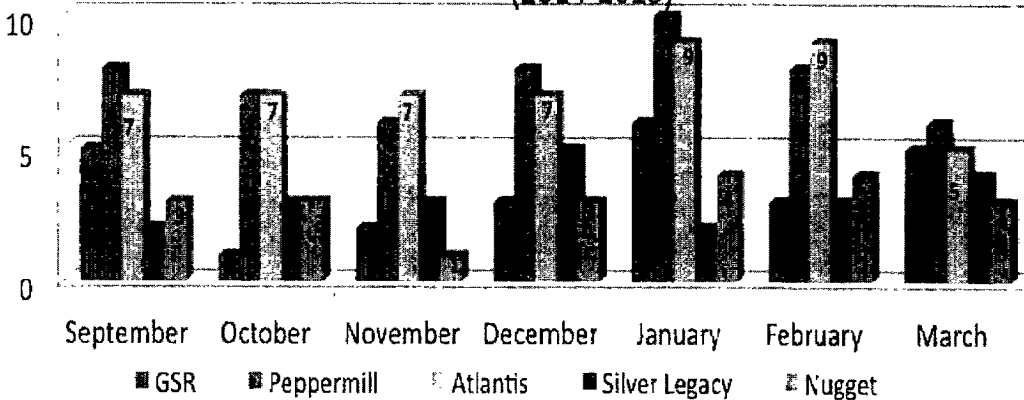


Number of Offers Received per Month
 \$50 ADT (Reno) Slot Player
 (2014-2015)

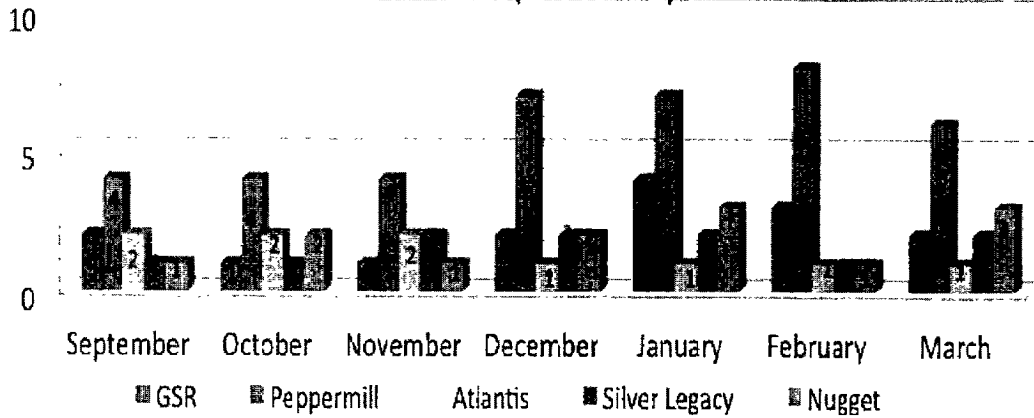


Sacramento Slot Players

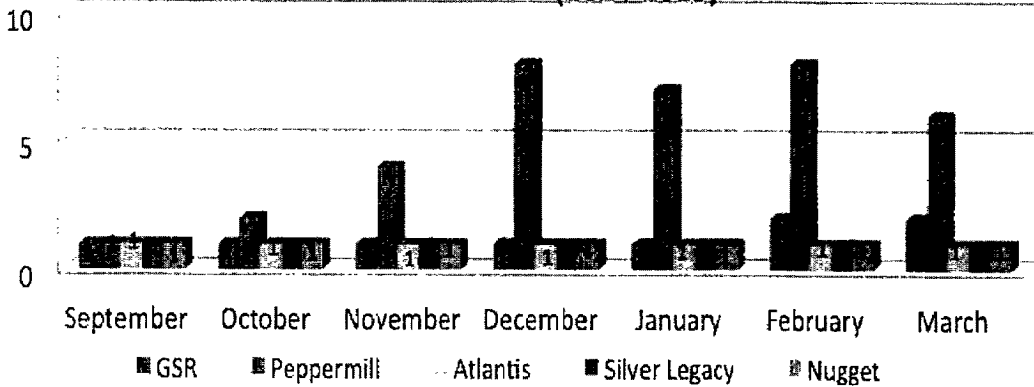
Number of Offers Received per Month
 \$250 ADT (Sacramento) Slot Player
 (2014-2015)



Number of Offers Received per Month
 \$100 ADT (Sacramento) Slot Player
 (2014-2015)



Number of Offers Received per Month
 \$50 ADT (Sacramento) Slot Player
 (2014-2015)



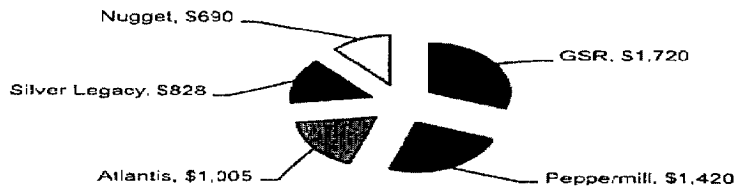
- The increase in the Peppermill's \$100 and \$50 ADT non-local customer offers received were due in part to large tracked losses on both accounts on a couple recent trips.

Overall Value of Direct Mail Offers & Promotions Received

The total estimated/perceived value of each casino's direct mail rewards offers received for March is compared in the chart & graph combinations on the following pages. This total value amount is our interpretation of the *perceived* value of all free play rewards, hotel, dining, event, promotions and tournament offers received this month.

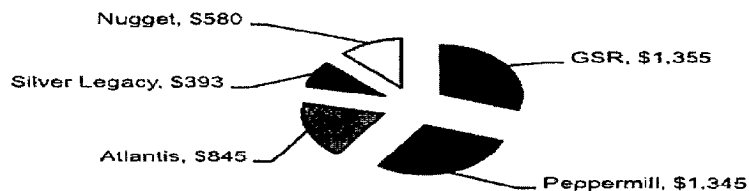
Reno Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



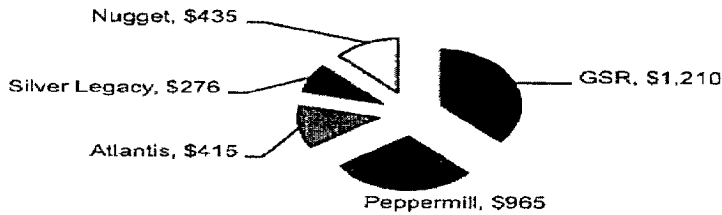
	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$360	\$350	\$70	\$115	\$60
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$0
Dining Offer Amounts	\$15	\$150	\$0	\$23	\$20
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$210	\$180	\$0	\$270
Premium Special Events	\$0	\$0	\$150	\$0	\$0
Non-premium Special Events	\$150	\$75	\$0	\$75	\$75
Concert Event Offers	\$0	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$225	\$225	\$125	\$75	\$125
Total Value of Direct Mail Offers Received	\$1,720	\$1,420	\$1,005	\$828	\$690

**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$225	\$350	\$60	\$65	\$40
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$0
Dining Offer Amounts	\$10	\$150	\$0	\$13	\$5
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$210	\$180	\$0	\$270
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$75	\$0	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$75	\$225	\$125	\$75	\$125
Total Value of Direct Mail Offers Received	\$1,355	\$1,345	\$845	\$393	\$580

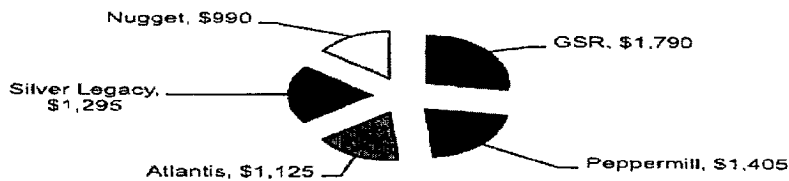
**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	CSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$80	\$70	\$35	\$30	\$20
Comp Hotel Rooms	\$360	\$90	\$80	\$0	\$0
Dining Offer Amounts	\$10	\$50	\$0	\$6	\$5
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$210	\$180	\$0	\$270
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$75	\$0	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$75	\$225	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,210	\$965	\$415	\$276	\$435

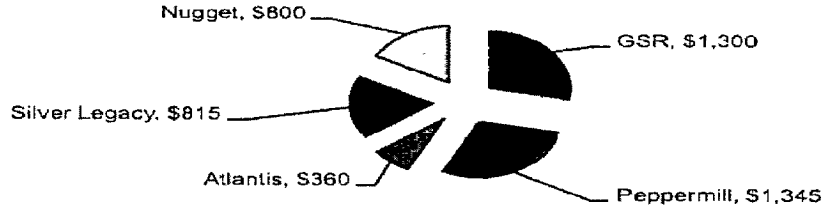
Sacramento Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



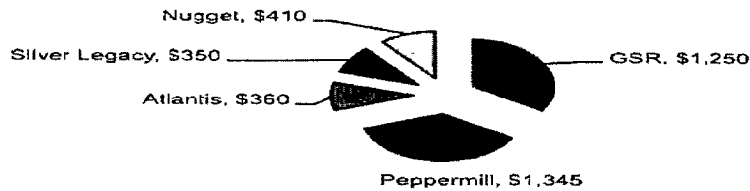
	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$160	\$75	\$200	\$25	\$140
Comp Hotel Rooms	\$450	\$350	\$350	\$405	\$180
Dining Offer Amounts	\$20	\$0	\$0	\$100	\$60
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$210	\$180	\$0	\$270
Premium Special Events	\$150	\$0	\$150	\$0	\$0
Non-premium Special Events	\$150	\$75	\$0	\$0	\$75
Concert Event Offers	\$0	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$250	\$375	\$125	\$225	\$125
Total Value of Direct Mail Offers Received	\$1,790	\$1,405	\$1,125	\$1,295	\$990

**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$100	\$50	\$15	\$20	\$65
Comp Hotel Rooms	\$450	\$315	\$45	\$180	\$180
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$20
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$210	\$180	\$0	\$270
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$150	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$125	\$375	\$0	\$225	\$125
Total Value of Direct Mail Offers Received	\$1,300	\$1,345	\$360	\$815	\$800

**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers

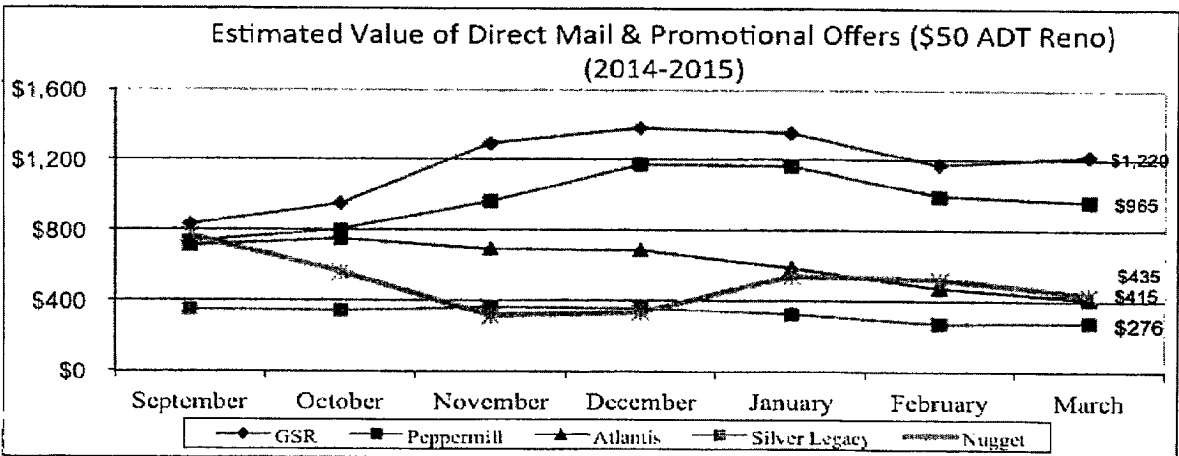
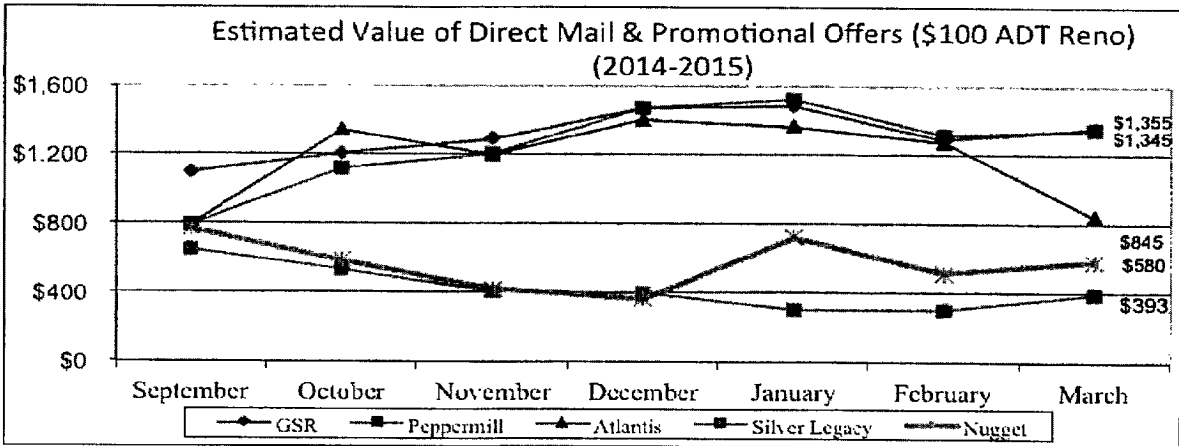
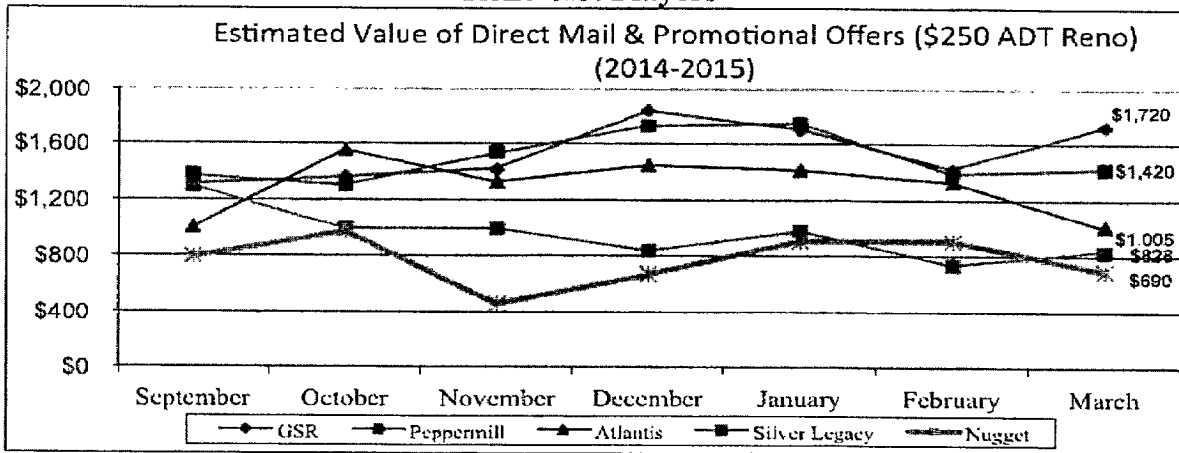


	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$50	\$50	\$15	\$20	\$0
Comp Hotel Rooms	\$450	\$315	\$45	\$90	\$0
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$0
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$210	\$180	\$0	\$270
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$125	\$375	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,250	\$1,345	\$360	\$350	\$410

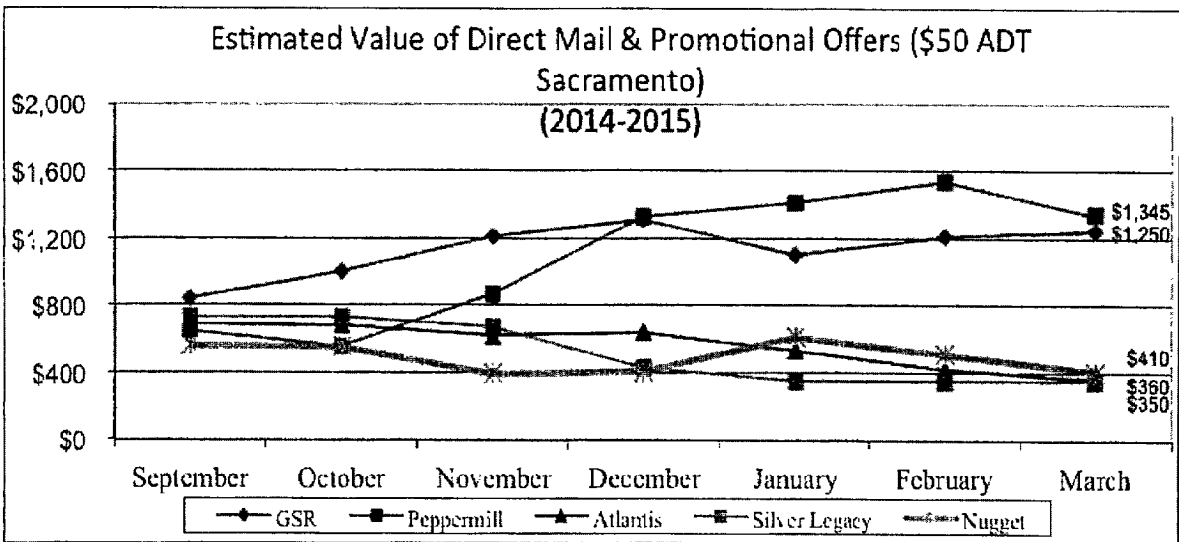
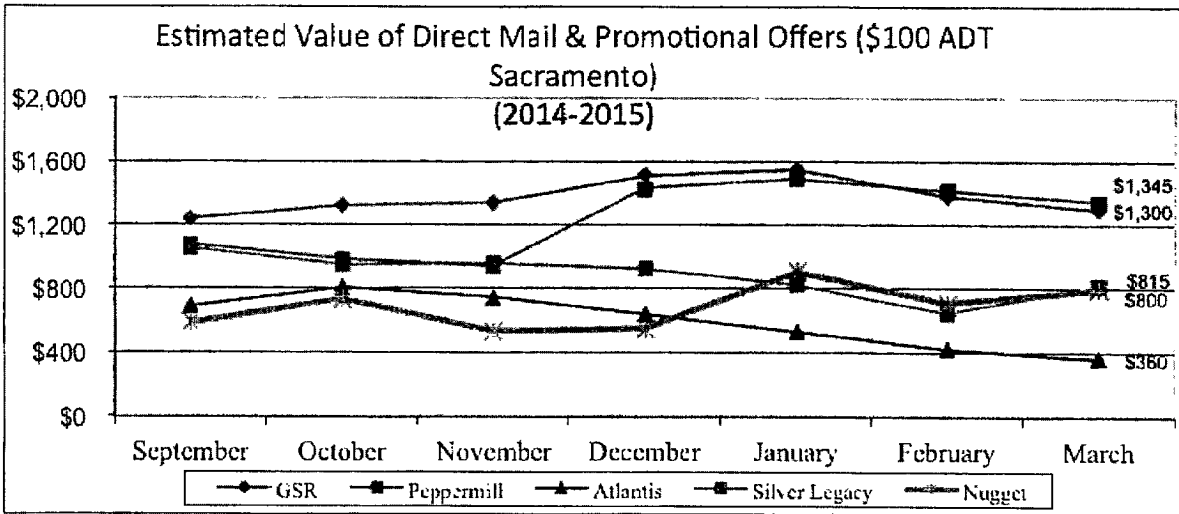
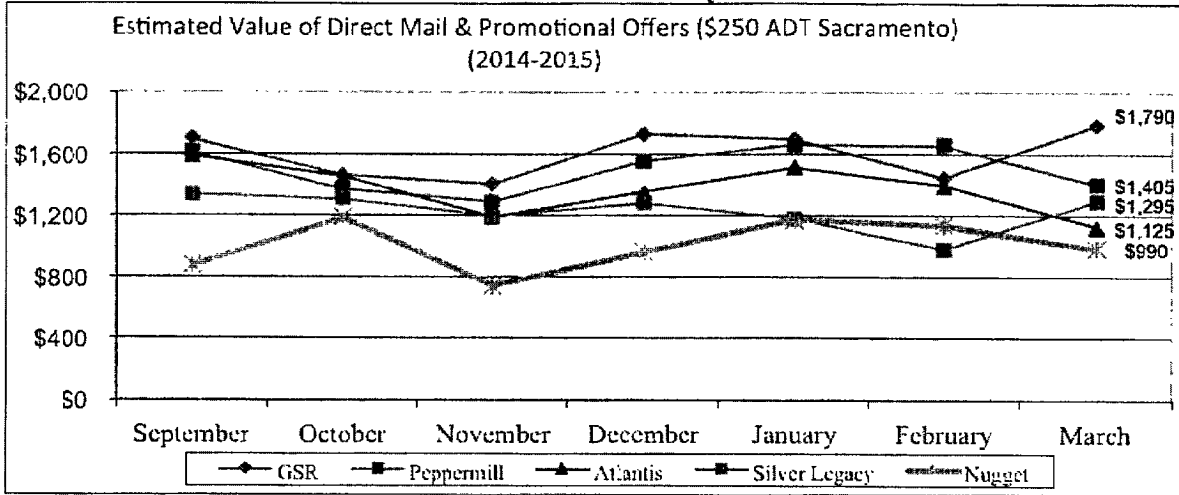
Trends of value of Direct Mail Offers & Promotions Received:

The graphs on the following pages highlights the trends seen in regards to the overall perceived/estimated direct mail & promotional offers value being received by the Reno and Sacramento area slot players over the past seven months.

Reno Slot Players



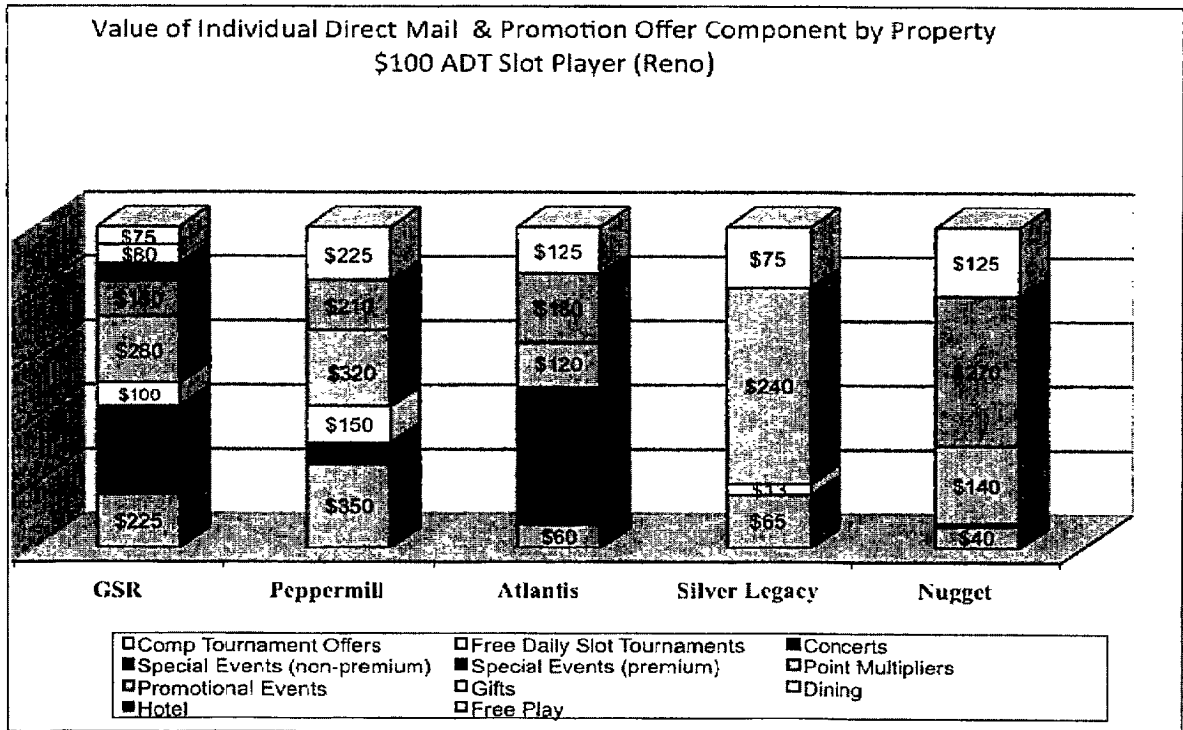
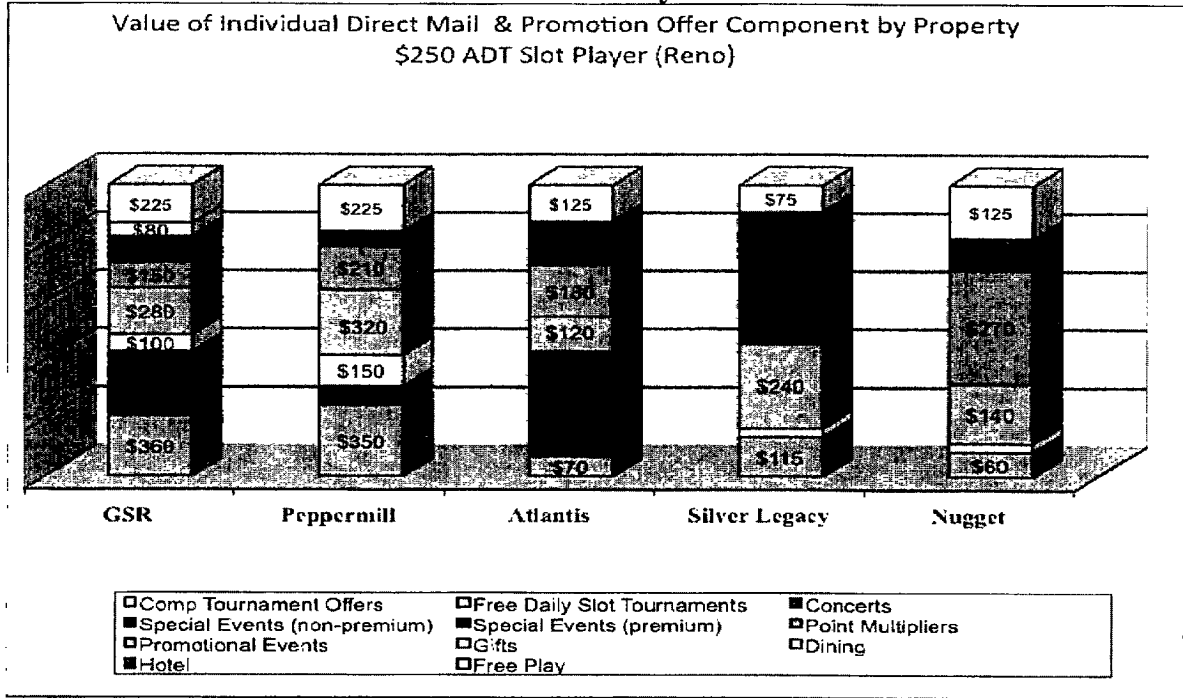
Sacramento Slot Players



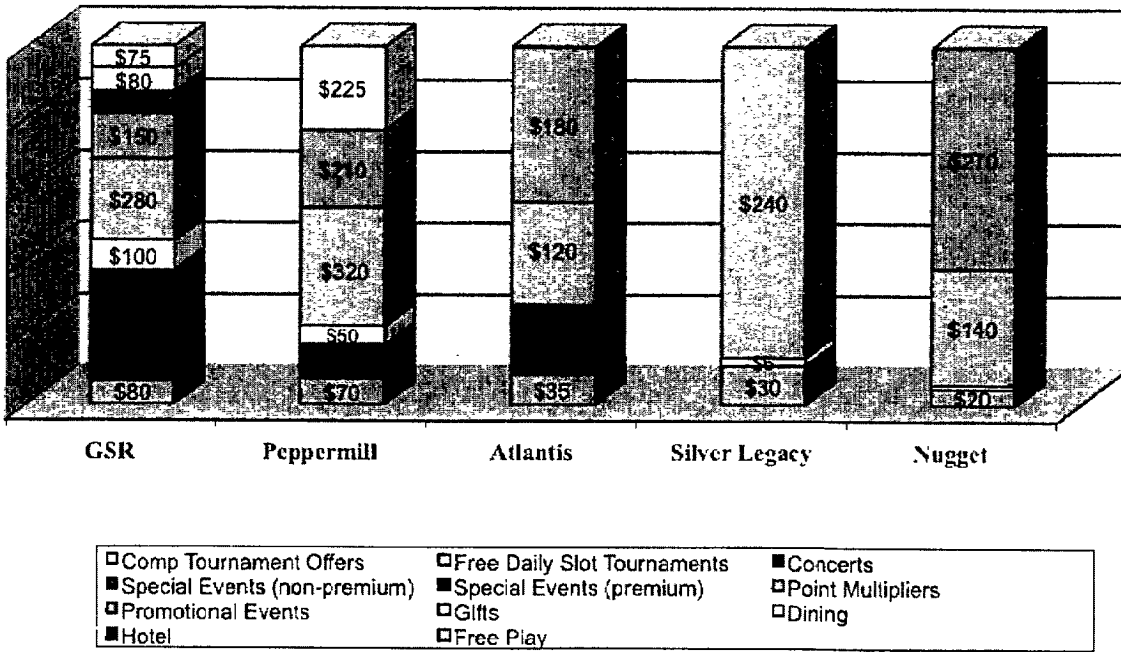
Comparison of Individual Reward Components Offered:

The graphs on the following pages compare the reward components that were included in the March direct mail & promotional offers received by the Reno and Sacramento area slot players. The relative importance of each reward component to each casino as well as the diversity of reward components or lack of diversity can be seen in this format.

Reno Slot Players

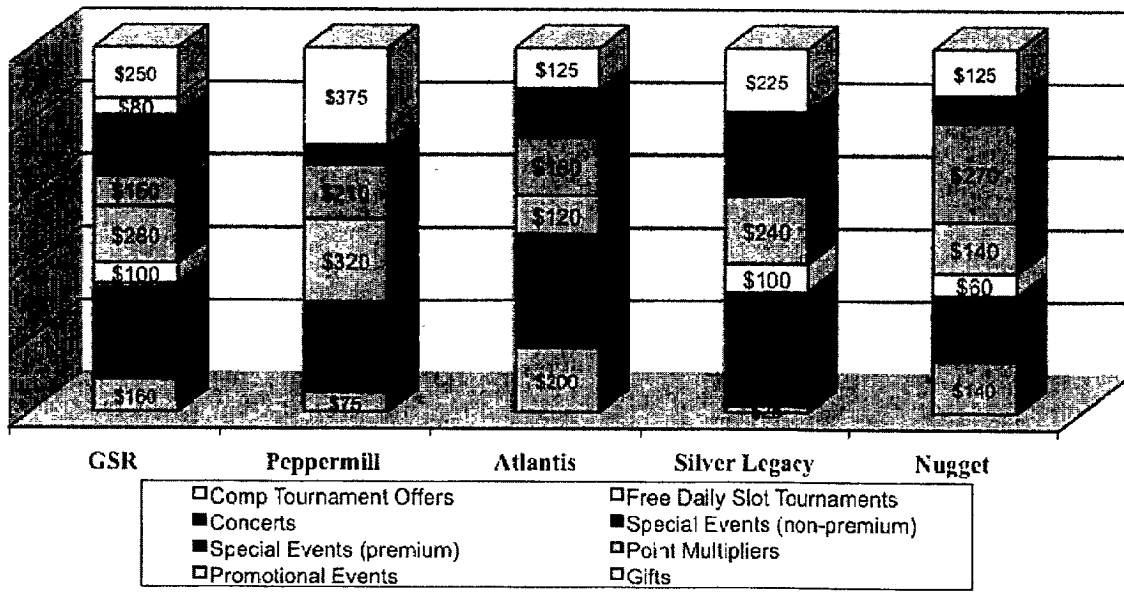


Value of Individual Direct Mail & Promotion Offer Component by Property
\$50 ADT Slot Player (Reno)

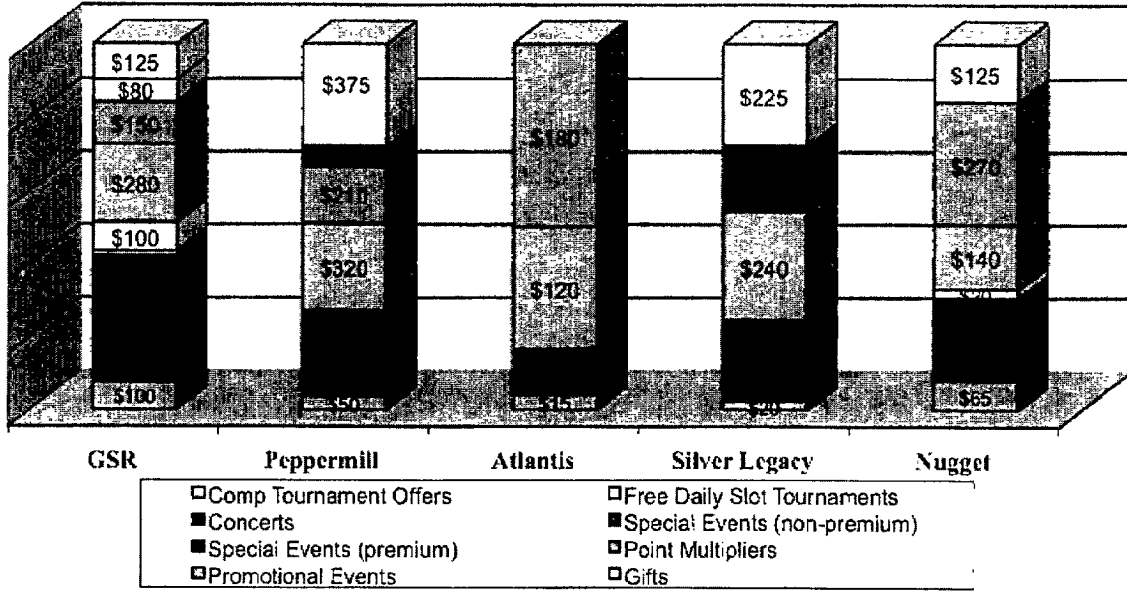


Sacramento Slot Players

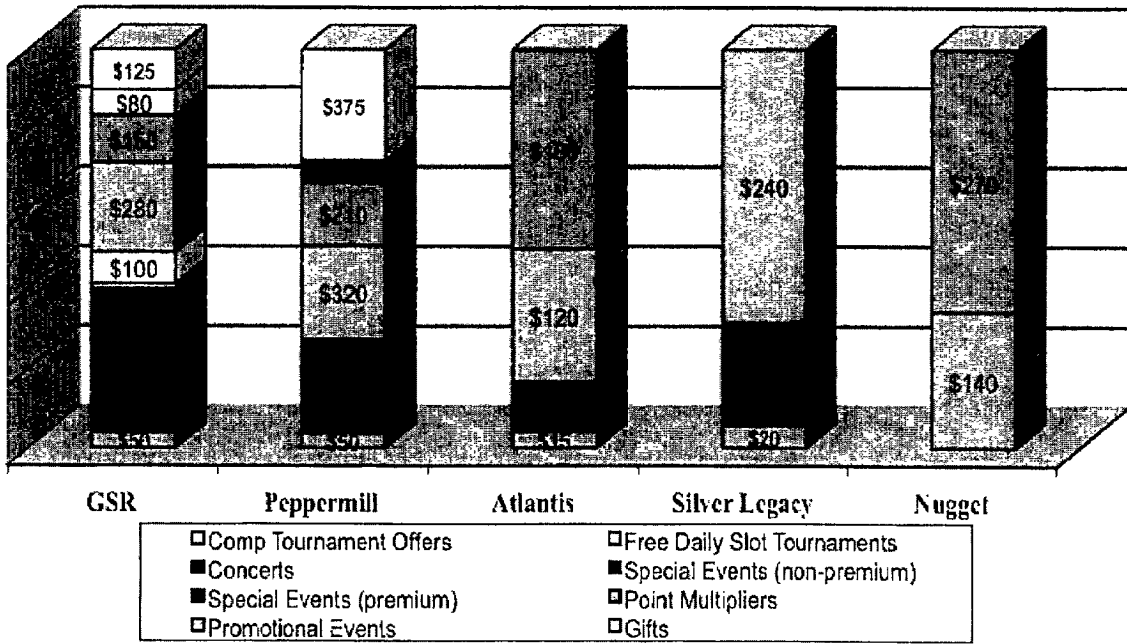
Value of Individual Direct Mail & Promotion Offer Component by Property
\$250 ADT Slot Player (Sacramento)



Value of Individual Direct Mail & Promotion Offer Component by Property
\$100 ADT Slot Player (Sacramento)



Value of Individual Direct Mail & Promotion Offer Component by Property
\$50 ADT Slot Player (Sacramento)



Any questions you may have regarding the information contained in this report, please feel free to contact me at any time.

John Stone
CDC Consulting

Telephone:

702.378.0634

Email:

john.stone@compdance.com

Atlantis \$250 ADT Non-Local "Swipe and Win" offers:



Atlantis

YOUR INVITATION INCLUDES:

- \$50 - \$500 in Free Play
Swipe your Club Paradise card at any of the Paradise Rewards kiosks between noon and midnight on Saturday, March 7, 2015 to receive your Free Play.
 - As a bonus, receive 1,000 free entries into the Wonder Woman Gold™ Slot Party by swiping Friday evening.
 - **Three Free Nights Deluxe Tower accommodations**
Friday, March 6th - Sunday, March 8th
- Please call 888.551.7007 by March 1st to take advantage of this offer as the number of complimentary rooms is limited.
- PARADISE-5**

Atlantis

Your Invitation Includes:

- Receive One free bottle of Red Velvet Vodka when you swipe your Club Paradise card between noon and 8:00 pm.
 - Swipe your Club Paradise card between noon and midnight to receive \$100 - \$1,000 in Free Play.
 - **Three Free Nights Deluxe Tower accommodations**
Friday, March 27th - Sunday, March 29th
- Please call 888.551.7007 by March 21st to take advantage of this offer as the number of complimentary rooms is limited.
- PARADISE-5**



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Nugget \$100 ADT non-local "Tier Upgrade":

Dear Richard,

Congratulations! Your continued loyalty to the Nugget has paid off - you've advanced to 18 Kard status! We're proud to present you with the 18 Kard card and welcome you to a whole new level of benefits.

Now that you've advanced to 18 Kard status, you'll experience rewards and benefits like never before. Enjoy a special birthday offer, bonus entries into promotional drawings, a preferred booking rate. You'll also receive 15 days, on resort stays, priority and friend discounts and reservation on the next late hotel check-out. All \$100 discounts and more! As these 18 Kard benefits are our way of saying thank you for being such a loyal player - for a complete list of 18 Kard benefits visit www.adnugget.com.

If you haven't already, stop by the Advantage Rewards Center today to claim your new 18 Kard card. We can't wait to see you again to explore our personal benefits for your family. To experience even greater rewards, advance to 21 or 24 Kard status by earning at least 100,000 Free Credits annually.

As a member, at our favorite Nevada location, you can be awarded for \$1.00 in Free Slot Play.

Best Regards,

[Handwritten signature]

Carl Hunt, GM

President of ADTGO

As always, we look forward to serving you.

Remember, you can also receive your new 18 Kard Advantage Rewards card at any of the 18 Kard locations and receive \$1.00 in Free Slot Play. Search for the 18 Kard Advantage Rewards card on www.adnugget.com.

Offer valid once any day now through March 20, 2015.

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$250 ADT Reno slot player**

	GSR	Peppermill	Allantils
Free Play	\$40 free slot play (valid Mar 2-4) \$40 free slot play (valid Mar 6-7) \$40 free slot play (valid Mar 9-11) \$40 free slot play (valid Mar 13-14) \$40 free slot play (valid Mar 16-18) \$40 free slot play (valid Mar 20-21) \$40 free slot play (valid Mar 23-25) \$40 free slot play (valid Mar 27-28) \$40 free slot play (valid Mar 30 - Apr 1)	\$50 free slot play (valid Mar 3-6) \$50 free slot play (valid Mar 7) \$50 free slot play (valid Mar 10-12) \$50 free slot play (valid Mar 17-20) \$50 free slot play (valid Mar 21) \$50 free slot play (valid Mar 24-27) \$50 free slot play (valid Mar 28)	\$10 Free Play (Mar 3-5) \$25-\$500 Free Play (Mar 7) \$10 Free Play (Mar 10-12) \$10 Free Play (Mar 24-26) \$25-\$500 Free 1 play (Mar 28)
Hotel <i>(\$15 per night value)</i>	(2) Free nights - any day - Mar 1-31 Multiple stays allowed (7 days between trips) up to (8) nights Tuscan Tower Suite	(2) Free nights - any day - Mar 1-31 Tuscan Tower Suite	(2) Free nights - any day Mar 1-31 Deluxe Tower Valid each week - up to (8) nights
Dining	\$15 Dining Credit - Sunday-Friday - Mar 1-31 \$360	\$30 Dining Credit (Mondays Mar 2, 9, 16, 23 & 30) \$80 \$150	\$160 \$0
Gift/Other <i>(\$40-\$20 per gift)</i>	12- Piece Kitchen Set (Mar 1) 1.5 Quart Sauce Pan (Mar 8) 2 Quart Sauce Pan (Mar 15) 9 1.8 Open Fry Pan (Mar 22) 4 Quart Dutch Oven Pan (Mar 29)	\$15	\$0
Promotion Events <i>(\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)</i>	Free Play Fridays (every Friday) 55 Grand/Multiplicities (Wednesdays) Points for Free Play Exchange Day (March 2 & 30) \$20,000 Early Bird Spin & Win (Saturdays in February)	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$20K Super Charged Sunday (Mar 29) 4x "Tier" Points (Every Wednesday)	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p)
Point Multipliers <i>(\$30 per day)</i>	2x,3x,5x,7x Points (Every Thursday) \$280	5x Points (Mar 6) 7x Points (Mar 13-14) 4x Points (every Wednesday)	4x Points each Friday in March 5X points (March 1 & March 15)
Premium Events <i>(\$150 per event)</i>	\$150	\$210	Crab Feed (March 13-14)
Non Premium Events <i>(\$75 per event)</i>	\$0 \$40,000 High Limit Slot Party (March 27-29) Grand Hoops Party (Mar 19-20)	Hoops Hysteria (March 19-21, 2015)	\$150 \$0
Concert Offers	\$0	\$75 \$0	\$0
Free Tournaments <i>(\$20 per day offered)</i>	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday)	\$0	\$0
Invitational Tournaments <i>(\$75 event only) (\$125 event & hotel)</i>	\$30,000 Blackjack Tourney (March 20-22) Double Play Slot Tournment (Mar 22-23)	Triple Header Slot Tournment (Mar 8-9) Slots O Luck Slot Tournment (Mar 15 16) Triple Header Slot Tournment (Mar 22-23)	\$40,000 Lucky Number 7 Slot Tournment (Mar 29-30)
Total	\$1,720	\$225	\$1,005

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$250 ADT Reno slot player**

	Silver Legacy	Nugget
Free Play	\$23 Free Play (Mar 2) \$23 Free Play (Mar 9) \$23 Free Play (Mar 16) \$23 Free Play (Mar 23) \$23 Free Play (Mar 30)	\$15 Free play (Mar 2-5) \$15 Free play (Mar 11-14) \$15 Free play (Mar 18-22) \$15 Free play (Mar 23-26)
Hotel (\$45 per night value)	\$115	\$60
Dining	\$23 Resort Credit (Mar 1-31)	\$10 Dining Credit (Mar 3-15) \$10 Dining Credit (Mar 18-28)
Gifts/Other (\$40/\$20 per gift)	\$23	\$20
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$60,000 Up for Crabs Giveaway (Feb 16-March 29)
Point Multipliers	\$240	\$140
Premium Events (\$150 per event)	\$0	\$270
Non Premium Events (\$75 per event)	\$0	\$0
Concert Offers	\$75 John Mulaney (March 7) - (2) free tickets MCW Micro Wrestling (March 13) - (2) free tickets Leprechaun Crawl (Mar 14) - (2) free tickets Marie Osmond and Friends (Mar 21) - (2) free tickets	\$75 Simitra Forever (March 14)
Free Tournaments (\$20 per day offered)	\$300	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0 \$25,000 March Mania Slot Tournament (Mar 20-22)	\$0 \$20,000 777 Slot Tournament (March 6-8)
Total	\$888	\$690

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$100 ADT Reno slot player**

	GSR	Peppermill	Atlantis
Free Play	\$25 free slot play (valid Mar 2-4) \$25 free slot play (valid Mar 6-7) \$25 free slot play (valid Mar 9-11) \$25 free slot play (valid Mar 13-14) \$25 free slot play (valid Mar 16-18) \$25 free slot play (valid Mar 20-21) \$25 free slot play (valid Mar 23-25) \$25 free slot play (valid Mar 27-28) \$25 free slot play (valid Mar 30-Apr 1)	\$50 free slot play (valid Mar 3-6) \$50 free slot play (valid Mar 7) \$50 free slot play (valid Mar 10-12) \$50 free slot play (valid Mar 17-20) \$50 free slot play (valid Mar 21) \$50 free slot play (valid Mar 24-27) \$50 free slot play (valid Mar 28)	\$10 Free Play (Mar 3-5) \$15-\$200 Free Play (Mar 7) \$10 Free Play (Mar 10-12) \$10 Free Play (Mar 24-26) \$15-\$200 Free Play (Mar 28)
Hotel (\$45 per night value)	(2) Free nights - any day - Mar 1-31 Multiple stays allowed (7 days between trips) up to (8) nights \$360	(2) Free nights - any day - Mar 1-31 Tuscan Tower Suite \$900	(2) Free nights any day - Mar 1-31 Deluxe Tower Valid each week - up to (8) nights \$360
Dining	\$10 Dining Credit - Sunday-Friday - Mar 1-31 \$10	\$30 Dining Credit (Mondays Mar 2, 9, 16, 23 & 30) \$150	\$0
Gifts/Other (\$40 \$20 per gift)	12- Piece Kitchen Set (Mar 1) 1.5 Quart Sauce Pan (Mar 8) 2 Quart Sauce Pan (Mar 15) 9 : 8 Open Fry Pan (Mar 22) 4 Quart Dutch Oven Pan (Mar 29)	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities (i.e. random progressives))	Free Play Fridays (every Friday) \$5 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (March 2 & 30) \$20,000 Early Bird Spin & Win (Saturdays in February)	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (Mar 22) 4x "Tier" Points (Every Wednesday)	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p)
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday) \$280	5x Points (Mar 6) 7x Points (Mar 13-14) 4x Points (every Wednesday)	4x Points each Friday in March 5x Points (March 1 & March 15)
Premium Events (\$150 per event)	\$150	\$210	\$180
Non Premium Events (\$75 per event)	Grand Hoops Party (Mar 19-20)	\$0	\$0
Concert Offers	\$75	\$0	\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	Double Play Slot Tournament (Mar 22-23) \$60	Triple Header Slot Tournament (Mar 8-9) Triple Header Slot Tournament (Mar 22-23) Triple Header Slot Tournament (Mar 22-23)	\$0 \$0 \$40,000 Lucky Number 7 Slot Tournament (Mar 29-30)
Total	\$1,365	\$225	\$123
	Highly Confidential. For Attorneys' Eyes Only.		\$845

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$100 ADT Reno slot player**

	Silver Legacy	Nugget
Free Play	\$13 Free Play (Mar 2) \$13 Free Play (Mar 9) \$13 Free Play (Mar 16) \$13 Free Play (Mar 23) \$13 Free Play (Mar 30)	\$10 Free play (Mar 2-5) \$10 Free play (Mar 11-14) \$10 Free play (Mar 18-22) \$10 Free play (Mar 23-26)
Hotel (\$45 per night value)	\$65	\$40
Dining	\$13 Resort Credit (Mar 1-31)	\$5 Dining Credit (Mar 1-31)
Gifts/Other (\$40/\$20 per gift)	\$13	\$5
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$60,000 Up for Grabs Giveaway (Feb 16-March 29)
Point Multipliers	\$240	\$140
Premium Events (\$150 per event)	\$0	\$270
Non Premium Events (\$75 per event)	\$0	\$0
Concert Offers	\$0	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$25,000 March Mantra Slot Tournament (Mar 20-22) \$75	\$20,000 777 Slot Tournament (March 6-8) \$125
Total	Highly Confidential. For Attorneys' Eyes Only.	\$580

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$50 ADT Reno slot player**

	GSR	Peppermill	Atlantis
Free Play	\$10 free slot play (valid Mar 2-4) \$10 free slot play (valid Mar 6-7) \$10 free slot play (valid Mar 9-11) \$10 free slot play (valid Mar 13-14) \$10 free slot play (valid Mar 16-18) \$10 free slot play (valid Mar 20-21) \$10 free slot play (valid Mar 23-25) \$10 free slot play (valid Mar 27-28) \$10 free slot play (valid Mar 30-Apr 1) \$90	\$10 free slot play (valid Mar 3-6) \$10 free slot play (valid Mar 7) \$10 free slot play (valid Mar 10-12) \$10 free slot play (valid Mar 17-20) \$10 free slot play (valid Mar 21) \$10 free slot play (valid Mar 24-27) \$10 free slot play (valid Mar 28)	\$5 Free Play (Mar 3-5) \$10 \$100 Free Play (Mar 7) \$5 Free Play (Mar 10-12) \$5 Free Play (Mar 24-26) \$10-\$100 Free Play (Mar 28)
Hotel (\$45 per night value)	(2) Free nights - any day - Mar 1-31 Multiple stays allowed (7 days between trips) up to (8) nights \$360	(2) Free nights - Sunday - Thursday - Mar 1-31 Peppermill Tower Room \$90	2-1 room nights - Sunday-Thursday - Mar 1-26 Deluxe Tower Valid each week - up to (8) nights \$80
Dining	2-1 Buffet - any day - Mar 1-31 \$10	\$10 Dining Credit (Mondays Mar 2, 9, 16, 23 & 30) \$30	\$0
Gifts/Other (\$40/\$20 p.r. gift)	12- Piece Kitchen Set (Mar 1) 1 5 Quart Sauce Pan (Mar 8) 2 Quart Sauce Pan (Mar 15) 9 1/8 Open Fry Pan (Mar 22) 4 Quart Dutch Oven Pan (Mar 29) \$100	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (March 2 & 30) \$20,000 Early Bird Spin & Win (Saturdays in February) \$280	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (Mar 29) 4x "Tier" Points (Every Wednesday) \$320	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p) \$0
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday) \$280	5x Points (Mar 6) 7x Points (Mar 13-14) 4x Points (every Wednesday) \$270	4x Points each Friday in March 5X points (March 1 & March 15) \$180
Premium Events (\$150 per event)	\$150	\$0	\$0
Non Premium Events (\$75 per event)	\$75	\$0	\$0
Concert Offers	\$0	\$0	\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tourney (each Tuesday) \$80	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	Double Play Slot Tournament (Mar 22-23) \$75	Triple Header Slot Tournament (Mar 8-9) Slots O Luck Slot Tournament (Mar 15-16) Triple Header Slot Tournament (Mar 22-23) \$225	\$0 \$0 \$0
Total	\$1,220	Highly Confidential. For Attorneys' Eyes Only.	\$415

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$50 ADT Reno slot player**

	Silver Legacy	Nugget
Free Play	\$6 Free Play (Mar 2) \$6 Free Play (Mar 9) \$6 Free Play (Mar 16) \$6 Free Play (Mar 23) \$6 Free Play (Mar 23)	\$5 Free play (Mar 2-5) \$5 Free play (Mar 11-14) \$5 Free play (Mar 18-22) \$5 Free play (Mar 23-26)
Hotel <i>(\$45 per night value)</i>	\$30	\$20
Dining	\$6 Resort Credit (Mar 1-31)	\$5 Dining Credit (Mar 1-31)
Gifts/Other <i>(\$40/\$20 per gift)</i>	\$6	\$5
Promotion Events <i>(\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)</i>	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$60,000 Up for Grabs Giveaway (Feb 16 March 29)
Point Multipliers	\$240	\$140
Premium Events <i>(\$150 per event)</i>	\$0	\$270
Non Premium Events <i>(\$75 per event)</i>	\$0	\$0
Concert Offers	\$0	\$0
Free Tournaments <i>(\$20 per day offered)</i>	\$0	\$0
Invitational Tournaments <i>(\$75 event only) (\$125 event & hotel)</i>	\$0	\$0
Total	\$276	\$435

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$250 ADT Sacramento slot player**

	GSR	Peppermill	Atlantis
Free Play	\$80 Free Play (Mar 2-17) \$80 Free Play (Mar 19-31)	\$75 Free Play (February 28-March 31)	\$50 Free Play (Mar 5-27) \$50-\$500 Free Play (Mar 6-7) \$100 \$1,000 Free Play (Mar 27-29) \$200
Hotel (\$45 per night value)	(2) Free nights - any day - Mar 1-31 Multiple stays allowed (3 days between trips) \$160	(3) free nights - March 1-31 (2) free nights - March 13-14 (3) free nights - March 19-22 \$75	(2) free nights - Mar 1-41 (3) free nights - Mar 6-8 (4) free nights - Mar 27-29 \$350
Dining	\$20 Dining Credit - Mar 1-31 \$450	\$350	\$350
Gifts/Other (\$40/\$20 per gift)	12- Piece Kitchen Set (Mar 1) 1.5 Quart Sauce Pan (Mar 8) 2 Quart Sauce Pan (Mar 15) 9 1/8 Open Fry Pan (Mar 22) 4 Quart Dutch Oven Pan (Mar 29) \$20	\$0	(1) bottle of Red Velvet vodka (March 27) \$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities & random progressives)	Free Play Fridays (every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Days (March 2 & 30) \$20,000 Early Bird Spin & Win (Saturdays in February) \$100	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (Feb 15) 4x "Tier" Points (Every Wednesday) \$0	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p) \$0
Point Multipliers (\$50 per day)	2x,3x,5x,7x Points (Every Thursday) \$280	5x Points (Mar 6) 7x Points (Mar 13-14) 4x Points (every Wednesday) \$320	4x Points each Friday in March 5x points (March 1 & March 15) \$120
Premium Events (\$150 per event)	\$40,000 High Limit Slot Party (March 27-29) \$150	\$210	Crab Feed (March 13-14) \$180
Non Premium Events (\$75 per event)	Pot of Gold Drawings (Mar 1-15) Grand Hoops Party (Mar 19-20) \$150	\$0	\$150
Concert Offers	\$150	\$75	\$0
Free Tournaments (\$20 per day off-credit)	\$5,000 Lucky Slot Tourney (each Tuesday) \$0	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$30,000 Blackjack Tourney (March 20-22) Double Play Slot Tournament (Mar 22-23) \$80	\$0	\$0
Total	\$1,790	\$1,406	\$1,125

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$250 ADT Sacramento slot player**

	Silver Legacy	Nugget
Free Play	\$25 Free Play (Mar 1-31)	\$35 Free play (Mar 4-10) \$35 Free play (Mar 11-17) \$35 Free play (Mar 18-24) \$35 Free play (Mar 25- March 31)
Hotel (\$45 per night value)	\$25 (3) free nights - any day - Mar 1-31 (2) free nights - through March 31 (2) free nights - March 6-7 (2) free nights - March 27-28	\$140 (2) free nights (Mar 1-16) (2) free nights (Mar 18-28)
Dining	\$405 \$100 Resort Credit (February 1-28)	\$180 \$30 Dining Credit (Mar 1-12) \$30 Dining Credit (Mar 18-31)
Gifts/Other (\$40.320 per gift)	\$100	\$60
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e.random progressives)	\$0 Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0 \$60,000 Up for Grabs Giveaway (Feb 16-March 29)
Point Multipliers (\$30 per day)	\$240	\$140 4x Points (March 30 & 31) 3x Points (Mar 4, 5, 10, 16 & 26) 2x Points (Mar 15 & 25)
Premium Events (\$150 per event)	\$0	\$270
Non Premium Events (\$75 per event)	\$0	\$0 Sinatra Forever (March 14)
Concert Offers (\$75 per event)	\$0 John Mulaney (March 7) - (2) free tickets MCW Micro Wrestling (March 13) - (2) free tickets Leprechaun Craw1 (Mar 14) - (2) free tickets	\$75
Free Tournaments (\$20 per day offered)	\$300	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0 \$7,500 Keno Madness Tourney (March 14) \$25,000 March Mania Slot Tourney (Mar 20-22) \$30,000 March Mayhem Blackjack Tournament (Mar 27-29)	\$0 \$20,000 777 Slot Tourney (March 6-8)
Total	Highly Confidential. For Attorneys' Eyes Only.	\$990

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$100 ADT Sacramento slot player**

	GSR	Peppermill	Atlantis
Free Play	\$50 Free Play (Mar 2-17) \$50 Free Play (Mar 19-31)	\$50 Free Play (February 28-March 31)	\$15 Free Play (March 5-27)
Hotel (\$45 per night value)	\$100 (?) free nights - any day - Mar 1-31 Multiple stays allowed (3 days between trips)	\$50 (3) free nights - March 1-31 (Sunday-Friday) (2) free nights - March 13-14 (2) free nights - March 19-22	\$15 (1) Free Night - March 1-31 Monday Thursday
Dining	\$450 \$15 Dining Credit Mar 1-31	\$31.5	\$45
Gifts/Other (\$40/\$20 per gift)	\$15 12- Piece Kitchen Set (Mar 1) 1.5 Quart Sauce Pan (Mar 8) 2 Quart Sauce Pan (Mar 15) 9 1/8 Open Fry Pan (Mar 22) 1 Quart Dutch Oven Pan (Mar 29)	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e.random progressives)	\$100 Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (March 2 & 30) \$20,000 Early Bird Spin & Win (Saturdays in February)	\$0 Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (Feb 15) 4x "Tier" Points (Every Wednesday)	\$0 Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p)
Point Multipliers (\$30 per day)	\$280 2x,3x,5x,7x Points (Every Thursday)	\$320 5x Points (Mar 6) 7x Points (Mar 13-14) 4x Points (every Wednesday)	\$120 4x Points each Friday in March 5X points (March 1 & March 15)
Premium Events (\$150 per event)	\$150	\$210	\$180
Non Premium Events (\$75 per event)	\$0	\$0	\$0
Concert Offers	\$0	\$75 Hoops Hysteria (March 19-21, 2015)	\$0
Free Tournaments (\$20 per day offered)	\$0 \$5,000 Lucky Slot Tourney (each Tuesday)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$80 Double Play Slot Tournament (Mar 22-23)	\$0 Triple Header Slot Tournament (Mar 8-9) Slots O Luck Slot Tournament (Mar 15-16) Triple Header Slot Tournament (Mar 22-23)	\$0
Total	\$1,300	\$1,345	\$360

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$100 ADT Sacramento slot player**

	<u>Silver Legacy</u>	<u>Nugget</u>
Free Play	\$20 Free Play (Mar 1-31)	\$10 Free play (Mar 4-10) \$10 Free play (Mar 11-17) \$10 Free play (Mar 18-24) \$10 Free play (Mar 25- March 31) \$25 Free play (March 1-20)
Hotel (\$45 per night value)	(2) free nights - any day - Mar 1-31 (2) free nights - any day - Mar 27-28	(2) free nights (Mar 1-16) (2) free nights (Mar 18-31)
Dining	\$180	\$180
Gifts/Other (\$40/\$70 per gift)	\$0	\$20
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e.random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$60,000 Up for Grabs Giveaway (Feb 16-March 29)
Point Multipliers	\$240	\$140
Premium Events (\$150 per event)	\$0	\$270
Non Premium Events (\$75 per event)	\$0	\$0
Concert Offers (\$75 per event)	MCIW Micro Wrestling (March 13) - (2) free tickets Leprechaun Crawl (Mar 14) - (2) free tickets	4x Points (March 30 & 31) 3x Points (Mar 4, 5, 10, 16 & 26) 2x Points (Mar 15 & 25)
Free Tournaments (\$20 per day offered)	\$150	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0 \$7,500 Keno Madness Tourney (March 14) \$25,000 March Madness Slot Tourney (Mar 20-22) \$30,000 March Madness Blackjack Tournament (Mar 27-29)	\$0 \$20,000 777 Slot Tourney (March 6-8)
Total	Highly Confidential. For Attorneys' Eyes Only.	\$8000

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$50 ADT Sacramento slot player**

	GSR	Peppermill	Atlantis
Free Play	\$25 Free Play (Mar 2-11) \$25 Free Play (Mar 19-31)	\$50 Free Play (February 28-March 31)	\$15 Free Play (March 5-27)
Hotel (\$45 per night value)	(2) Free nights - any day - Mar 1-31 Multiple stays allowed (3 days between trips) \$450	(3) free nights- March 1-31 (Sunday Friday) (2) free nights - March 13-14 (2) free nights - March 19-22 \$315	(1) Free Night - March 1-31 Monday - Thursday \$65
Dining	2-1 Buffet - any day - Mar 1-31 \$15		\$0
Gifts/Other (\$40/\$20 per \$10)	12- Free Kitchen Set (Mar 1) 1 5 Quart Sauce Pan (Mar 8) 2 Quart Sauce Pan (Mar 15) 9 1/8 Open Fry Pan (Mar 22) 4 Quart Dutch Oven Pan (Mar 29) \$100	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (March 2 & 30) \$20,000 Early Bird Spin & Win (Saturdays in February)	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (Feb 15) 4x "Tier" Points (Every Wednesday)	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p)
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday) \$280	5x Points (Mar 6) 7x Points (Mar 13-14) 4x Points (every Wednesday)	4x Points each Friday in March 5x points (March 1 & March 15) \$120
Premium Events (\$150 per event)	\$150	\$210	\$180
Non Premium Events (\$75 per event)	\$0	\$0	\$0
Concert Offers	\$0	\$75	\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Slot Tourney (each Tuesday) \$0	\$0	\$0
Invitational Tournaments (\$75 event only) (\$175 ev. int @ home)	Double Play Slot Tournament (Mar 22-23) \$80	Triple Header Slot Tournament (Mar 8-9) Slots O Luck Slot Tournament (Mar 15-16) Triple Header Slot Tournament (Mar 22-23)	\$0
Total	\$1,250	\$1,345	\$360

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(March 2015)
\$50 ADT Sacramento slot player**

	Silver Legacy	Nugget
Free Play	\$20 Free Play (Mar 1-31)	
Hotel <i>(\$45 per night value)</i>	\$20 (2) free nights - any day -Mar 1-31	\$0
Dining	\$90	\$0
Gifts/Other <i>(\$40/\$20 per gift)</i>	\$0	\$0
Promotion Events <i>(\$40 per event)</i> <i>(\$20 per week for daily promotional activities i.e. random progressives)</i>	\$0 Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0 \$60,000 Up for Grabs Giveaway (Feb 16-March 29)
Point Multipliers	\$240	\$140 4x Points (March 30 & 31)) 3x Points (Mar 4,5,10,16 & 26) 2x Points (Mar 15 & 25)
Premium Events <i>(\$150 per event)</i>	\$0	\$270
Non Premium Events <i>(\$75 per event)</i>	\$0	\$0
Concert Offers <i>(\$75 per event)</i>	\$0	\$0
Free Tournaments <i>(\$20 per day offered)</i>	\$0	\$0
Invitational Tournaments <i>(\$75 event only)</i> <i>(\$12.5 event & hotel)</i>	\$0	\$0
Total	\$350	\$410

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\$250 ADT Slot Player

Reno

Direct Mail Free Slot Play Offers Received

	January					February					March						
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week		
CSR	\$40 Free Play Mon-Wed (Jan 5-7) (Jan 15-17) (Jan 22-24)	\$40 Free Play Mon-Wed (Jan 8-10) (Jan 15-17) (Jan 22-24)	\$40 Free Play Mon-Wed (Jan 15-17) (Jan 22-24)	\$40 Free Play Mon-Wed (Jan 22-24)	\$40 Free Play Mon-Wed (Jan 29-31)	\$40 Free Play Mon-Wed (Feb 5-7) (Feb 12-14) (Feb 19-21)	\$40 Free Play Mon-Wed (Feb 12-14) (Feb 19-21)	\$40 Free Play Mon-Wed (Feb 19-21)	\$40 Free Play Mon-Wed (Feb 26-28)	\$40 Free Play Mon-Wed (Mar 5-7) (Mar 12-14) (Mar 19-21)	\$40 Free Play Mon-Wed (Mar 12-14) (Mar 19-21)	\$40 Free Play Mon-Wed (Mar 19-21)	\$40 Free Play Mon-Wed (Mar 26-28)	\$40 Free Play Mon-Wed (Apr 2-4) (Apr 9-11) (Apr 16-18)	\$40 Free Play Mon-Wed (Apr 9-11) (Apr 16-18)	\$40 Free Play Mon-Wed (Apr 16-18) (Apr 23-25)	
Peppermill	\$50 Free Play Tue-Fri (Jan 6-2)	\$50 Free Play Tue-Fri (Jan 13-15) (Jan 20-22)	\$50 Free Play Tue-Fri (Jan 20-22)	\$50 Free Play Tue-Fri (Jan 27-29)	\$50 Free Play Tue-Fri (Feb 3-5) (Feb 10-12) (Feb 17-19)	\$50 Free Play Tue-Fri (Feb 10-12) (Feb 17-19)	\$50 Free Play Tue-Fri (Feb 17-19)	\$50 Free Play Tue-Fri (Feb 24-26)	\$50 Free Play Tue-Fri (Mar 2-4) (Mar 9-11) (Mar 16-18)	\$50 Free Play Tue-Fri (Mar 9-11) (Mar 16-18)	\$50 Free Play Tue-Fri (Mar 16-18)	\$50 Free Play Tue-Fri (Mar 23-25)	\$50 Free Play Tue-Fri (Mar 30-Apr 1)	\$50 Free Play Tue-Fri (Apr 6-8) (Apr 13-15) (Apr 20-22)	\$50 Free Play Tue-Fri (Apr 13-15) (Apr 20-22)	\$50 Free Play Tue-Fri (Apr 20-22)	
Atlantis	\$30 Free Play Mon-Wed (Jan 5-7) (Jan 12-14) (Jan 19-21)	\$30 Free Play Mon-Wed (Jan 12-14) (Jan 19-21)	\$30 Free Play Mon-Wed (Jan 19-21)	\$30 Free Play Mon-Wed (Jan 26-28)	\$30 Free Play Mon-Wed (Feb 2-4) (Feb 9-11) (Feb 16-18)	\$30 Free Play Mon-Wed (Feb 9-11) (Feb 16-18)	\$30 Free Play Mon-Wed (Feb 16-18)	\$30 Free Play Mon-Wed (Feb 23-25)	\$30 Free Play Mon-Wed (Mar 1-3) (Mar 8-10) (Mar 15-17)	\$30 Free Play Mon-Wed (Mar 8-10) (Mar 15-17)	\$30 Free Play Mon-Wed (Mar 15-17)	\$30 Free Play Mon-Wed (Mar 22-24)	\$30 Free Play Mon-Wed (Mar 29-Apr 1)	\$30 Free Play Mon-Wed (Apr 6-8) (Apr 13-15) (Apr 20-22)	\$30 Free Play Mon-Wed (Apr 13-15) (Apr 20-22)	\$30 Free Play Mon-Wed (Apr 20-22)	\$30 Free Play Mon-Wed (Apr 27-29)
Silver Legacy	\$20 Free Play Mon-Wed (Jan 5-7) (Jan 12-14) (Jan 19-21)	\$20 Free Play Mon-Wed (Jan 12-14) (Jan 19-21)	\$20 Free Play Mon-Wed (Jan 19-21)	\$20 Free Play Mon-Wed (Jan 26-28)	\$20 Free Play Mon-Wed (Feb 2-4) (Feb 9-11) (Feb 16-18)	\$20 Free Play Mon-Wed (Feb 9-11) (Feb 16-18)	\$20 Free Play Mon-Wed (Feb 16-18)	\$20 Free Play Mon-Wed (Feb 23-25)	\$20 Free Play Mon-Wed (Mar 1-3) (Mar 8-10) (Mar 15-17)	\$20 Free Play Mon-Wed (Mar 8-10) (Mar 15-17)	\$20 Free Play Mon-Wed (Mar 15-17)	\$20 Free Play Mon-Wed (Mar 22-24)	\$20 Free Play Mon-Wed (Mar 29-Apr 1)	\$20 Free Play Mon-Wed (Apr 6-8) (Apr 13-15) (Apr 20-22)	\$20 Free Play Mon-Wed (Apr 13-15) (Apr 20-22)	\$20 Free Play Mon-Wed (Apr 20-22)	\$20 Free Play Mon-Wed (Apr 27-29)
Night	\$15 Free Play Tue-Fri (Jan 6-2)	\$15 Free Play Tue-Fri (Jan 13-15) (Jan 20-22)	\$15 Free Play Tue-Fri (Jan 20-22)	\$15 Free Play Tue-Fri (Jan 27-29)	\$15 Free Play Tue-Fri (Feb 3-5) (Feb 10-12) (Feb 17-19)	\$15 Free Play Tue-Fri (Feb 10-12) (Feb 17-19)	\$15 Free Play Tue-Fri (Feb 17-19)	\$15 Free Play Tue-Fri (Feb 24-26)	\$15 Free Play Tue-Fri (Mar 2-4) (Mar 9-11) (Mar 16-18)	\$15 Free Play Tue-Fri (Mar 9-11) (Mar 16-18)	\$15 Free Play Tue-Fri (Mar 16-18)	\$15 Free Play Tue-Fri (Mar 23-25)	\$15 Free Play Tue-Fri (Mar 30-Apr 1)	\$15 Free Play Tue-Fri (Apr 6-8) (Apr 13-15) (Apr 20-22)	\$15 Free Play Tue-Fri (Apr 13-15) (Apr 20-22)	\$15 Free Play Tue-Fri (Apr 20-22)	\$15 Free Play Tue-Fri (Apr 27-29)

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\$50 ADT Slot Player
Reno

Direct Mail Free Slot Play Offers Received

	January					February					March				
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week
GSR	\$10 Free Play Mon-Wed (Jan 5-7)	\$10 Free Play Mon-Wed (Jan 12-14)	\$10 Free Play Mon-Wed (Jan 19-21)	\$10 Free Play Mon-Wed (Jan 26-28)	\$10 Free Play Thu-Sat (Jan 30-31)	\$10 Free Play Thu-Sat (Feb 6-7)	\$10 Free Play Thu-Sat (Feb 13-14)	\$10 Free Play Mon-Wed (Feb 20-22)	\$10 Free Play Mon-Wed (Feb 27-29)	\$10 Free Play Thu-Sat (Mar 1-2)	\$10 Free Play Mon-Wed (Mar 9-11)	\$10 Free Play Mon-Wed (Mar 16-18)	\$10 Free Play Mon-Wed (Mar 23-25)	\$10 Free Play Thu-Sat (Mar 27-28)	\$10 Free Play Mon-Wed (Mar 30-Apr 1)
Peppermill	\$10 Free Play Tue-Fri (Jan 6-10)	\$10 Free Play Tue-Fri (Jan 13-17)	\$10 Free Play Tue-Fri (Jan 20-24)	\$10 Free Play Tue-Fri (Jan 31-3)	\$10 Free Play Tue-Fri (Feb 7-11)	\$10 Free Play Tue-Fri (Feb 14-18)	\$10 Free Play Tue-Fri (Feb 21-25)	\$10 Free Play Tue-Fri (Feb 28-Mar 3)	\$10 Free Play Tue-Fri (Mar 6-10)	\$10 Free Play Tue-Fri (Mar 13-17)	\$10 Free Play Tue-Fri (Mar 20-24)	\$10 Free Play Tue-Fri (Mar 27-31)	\$10 Free Play Tue-Fri (Apr 3-7)	\$10 Free Play Tue-Fri (Apr 10-14)	\$10 Free Play Tue-Fri (Apr 17-21)
Alhambra	\$5 Free Play Mon-Wed (Jan 5-7)	\$5 Free Play Mon-Wed (Jan 12-14)	\$5 Free Play Mon-Wed (Jan 19-21)	\$5 Free Play Mon-Wed (Jan 26-28)	\$5 Free Play Thu-Sat (Jan 30-31)	\$5 Free Play Thu-Sat (Feb 6-7)	\$5 Free Play Thu-Sat (Feb 13-14)	\$5 Free Play Mon-Wed (Feb 20-22)	\$5 Free Play Mon-Wed (Feb 27-29)	\$5 Free Play Thu-Sat (Mar 1-2)	\$5 Free Play Mon-Wed (Mar 9-11)	\$5 Free Play Mon-Wed (Mar 16-18)	\$5 Free Play Mon-Wed (Mar 23-25)	\$5 Free Play Thu-Sat (Mar 27-28)	\$5 Free Play Mon-Wed (Mar 30-Apr 1)
Silver Legacy	\$5 Free Play Mon-Wed (Jan 5-7)	\$5 Free Play Mon-Wed (Jan 12-14)	\$5 Free Play Mon-Wed (Jan 19-21)	\$5 Free Play Mon-Wed (Jan 26-28)	\$5 Free Play Thu-Sat (Jan 30-31)	\$5 Free Play Thu-Sat (Feb 6-7)	\$5 Free Play Thu-Sat (Feb 13-14)	\$5 Free Play Mon-Wed (Feb 20-22)	\$5 Free Play Mon-Wed (Feb 27-29)	\$5 Free Play Thu-Sat (Mar 1-2)	\$5 Free Play Mon-Wed (Mar 9-11)	\$5 Free Play Mon-Wed (Mar 16-18)	\$5 Free Play Mon-Wed (Mar 23-25)	\$5 Free Play Thu-Sat (Mar 27-28)	\$5 Free Play Mon-Wed (Mar 30-Apr 1)
Nugget	\$5 Free Play Sun-Thur (Jan 4-8)	\$5 Free Play Sun-Thur (Jan 11-15)	\$5 Free Play Sun-Thur (Jan 18-22)	\$5 Free Play Sun-Thur (Jan 25-29)	\$5 Free Play Fri-Sun (Jan 30-31)	\$5 Free Play Fri-Sun (Feb 6-8)	\$5 Free Play Fri-Sun (Feb 13-15)	\$5 Free Play Sun-Thur (Feb 20-24)	\$5 Free Play Sun-Thur (Feb 27-31)	\$5 Free Play Fri-Sun (Mar 1-3)	\$5 Free Play Sun-Thur (Mar 9-13)	\$5 Free Play Sun-Thur (Mar 16-20)	\$5 Free Play Sun-Thur (Mar 23-27)	\$5 Free Play Fri-Sun (Mar 27-29)	\$5 Free Play Sun-Thur (Mar 30-Apr 3)

Highly Confidential. For Attorneys' Eyes Only.



**\$250 ADT Slot Player
Sacramento
Direct Mail Free Slot Play Offers Received**

	January					February					March					
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	
GSR	\$50 Free Play Wed January 21-27	\$50 Free Play Wed January 28-30	\$50 Free Play Wed January 31-30	\$50 Free Play Wed February 1-3	\$50 Free Play Wed February 4-5	\$50 Free Play Wed February 6-12	\$50 Free Play Wed February 13-19	\$50 Free Play Wed February 20-26	\$50 Free Play Wed February 27	\$50 Free Play Wed February 28	\$50 Free Play Wed February 29 - March 1	\$50 Free Play Wed February 29 - March 1	\$50 Free Play Wed March 2-8	\$50 Free Play Wed March 9-15	\$50 Free Play Wed March 16-21	\$50 Free Play Wed March 22-28
Peppermill	\$75 Free Play Wed January 21-27	\$75 Free Play Wed January 28-30	\$75 Free Play Wed January 31-30	\$75 Free Play Wed February 1-3	\$75 Free Play Wed February 4-5	\$75 Free Play Wed February 6-12	\$75 Free Play Wed February 13-19	\$75 Free Play Wed February 20-26	\$75 Free Play Wed February 27	\$75 Free Play Wed February 28	\$75 Free Play Wed February 29 - March 1	\$75 Free Play Wed February 29 - March 1	\$75 Free Play Wed March 2-8	\$75 Free Play Wed March 9-15	\$75 Free Play Wed March 16-21	\$75 Free Play Wed March 22-28
Atlantic	\$50 Free Play Wed Jan 21-27	\$50 Free Play Wed Jan 28-30	\$50 Free Play Wed Jan 31-30	\$50 Free Play Wed Feb 1-3	\$50 Free Play Wed Feb 4-5	\$50 Free Play Wed Feb 6-12	\$50 Free Play Wed Feb 13-19	\$50 Free Play Wed Feb 20-26	\$50 Free Play Wed Feb 27	\$50 Free Play Wed Feb 28	\$50 Free Play Wed Feb 29 - March 1	\$50 Free Play Wed Feb 29 - March 1	\$50 Free Play Wed Mar 2-8	\$50 Free Play Wed Mar 9-15	\$50 Free Play Wed Mar 16-21	\$50 Free Play Wed Mar 22-28
Silver Legacy	\$25 Free Play Wed Jan 21-27	\$25 Free Play Wed Jan 28-30	\$25 Free Play Wed Jan 31-30	\$25 Free Play Wed Feb 1-3	\$25 Free Play Wed Feb 4-5	\$25 Free Play Wed Feb 6-12	\$25 Free Play Wed Feb 13-19	\$25 Free Play Wed Feb 20-26	\$25 Free Play Wed Feb 27	\$25 Free Play Wed Feb 28	\$25 Free Play Wed Feb 29 - March 1	\$25 Free Play Wed Feb 29 - March 1	\$25 Free Play Wed Mar 2-8	\$25 Free Play Wed Mar 9-15	\$25 Free Play Wed Mar 16-21	\$25 Free Play Wed Mar 22-28
Nugget	\$50 Free Play Wed Jan 21-27	\$50 Free Play Wed Jan 28-30	\$50 Free Play Wed Jan 31-30	\$50 Free Play Wed Feb 1-3	\$50 Free Play Wed Feb 4-5	\$50 Free Play Wed Feb 6-12	\$50 Free Play Wed Feb 13-19	\$50 Free Play Wed Feb 20-26	\$50 Free Play Wed Feb 27	\$50 Free Play Wed Feb 28	\$50 Free Play Wed Feb 29 - March 1	\$50 Free Play Wed Feb 29 - March 1	\$50 Free Play Wed Mar 2-8	\$50 Free Play Wed Mar 9-15	\$50 Free Play Wed Mar 16-21	\$50 Free Play Wed Mar 22-28

Highly Confidential. For Attorneys' Eyes Only.



\$100 ADT Slot Player
Sacramento

Direct Mail Free Slot Play Offers Received

	January					February					March				
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week
GSR	\$30 Free Play (Jan 2-8)	\$30 Free Play (Jan 9-15)	\$50 Free Play (Jan 16-22)	\$50 Free Play (Jan 23-29)	\$50 Free Play (Jan 30-Feb 5)	\$50 Free Play (Feb 6-12)	\$50 Free Play (Feb 13-19)	\$50 Free Play (Feb 20-26)	\$50 Free Play (Feb 27-Mar 5)	\$50 Free Play (Mar 6-12)	\$50 Free Play (Mar 13-19)	\$50 Free Play (Mar 20-26)	\$50 Free Play (Mar 27-Apr 2)	\$50 Free Play (Apr 3-9)	\$50 Free Play (Apr 10-16)
Peppermill	\$50 Free Play (Jan 2-8)	\$50 Free Play (Jan 9-15)	\$50 Free Play (Jan 16-22)	\$50 Free Play (Jan 23-29)	\$50 Free Play (Jan 30-Feb 5)	\$50 Free Play (Feb 6-12)	\$50 Free Play (Feb 13-19)	\$50 Free Play (Feb 20-26)	\$50 Free Play (Feb 27-Mar 5)	\$50 Free Play (Mar 6-12)	\$50 Free Play (Mar 13-19)	\$50 Free Play (Mar 20-26)	\$50 Free Play (Mar 27-Apr 2)	\$50 Free Play (Apr 3-9)	\$50 Free Play (Apr 10-16)
Atlantis	\$15 Free Play (Jan 2-8)	\$15 Free Play (Jan 9-15)	\$15 Free Play (Jan 16-22)	\$15 Free Play (Jan 23-29)	\$15 Free Play (Jan 30-Feb 5)	\$15 Free Play (Feb 6-12)	\$15 Free Play (Feb 13-19)	\$15 Free Play (Feb 20-26)	\$15 Free Play (Feb 27-Mar 5)	\$15 Free Play (Mar 6-12)	\$15 Free Play (Mar 13-19)	\$15 Free Play (Mar 20-26)	\$15 Free Play (Mar 27-Apr 2)	\$15 Free Play (Apr 3-9)	\$15 Free Play (Apr 10-16)
Silver Legacy	\$25 Free Play (Jan 2-8)	\$25 Free Play (Jan 9-15)	\$25 Free Play (Jan 16-22)	\$25 Free Play (Jan 23-29)	\$25 Free Play (Jan 30-Feb 5)	\$25 Free Play (Feb 6-12)	\$25 Free Play (Feb 13-19)	\$25 Free Play (Feb 20-26)	\$25 Free Play (Feb 27-Mar 5)	\$25 Free Play (Mar 6-12)	\$25 Free Play (Mar 13-19)	\$25 Free Play (Mar 20-26)	\$25 Free Play (Mar 27-Apr 2)	\$25 Free Play (Apr 3-9)	\$25 Free Play (Apr 10-16)
Nugget	\$10 Free Play (Jan 2-8)	\$10 Free Play (Jan 9-15)	\$10 Free Play (Jan 16-22)	\$10 Free Play (Jan 23-29)	\$10 Free Play (Jan 30-Feb 5)	\$10 Free Play (Feb 6-12)	\$10 Free Play (Feb 13-19)	\$10 Free Play (Feb 20-26)	\$10 Free Play (Feb 27-Mar 5)	\$10 Free Play (Mar 6-12)	\$10 Free Play (Mar 13-19)	\$10 Free Play (Mar 20-26)	\$10 Free Play (Mar 27-Apr 2)	\$10 Free Play (Apr 3-9)	\$10 Free Play (Apr 10-16)

Highly Confidential. For Attorneys' Eyes Only.



**\$50 ADT Slot Player
Sacramento**

Direct Mail Free Slot Play Offers Received

	January							February							MARCH				
	1st Week	2nd Week	3rd Week	4th Week	5th Week	6th Week	7th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	6th Week	7th Week	8th Week	9th Week	10th Week		
GSR	\$25 Free Play Valid January 28-15	\$25 Free Play Valid January 15-30	\$25 Free Play Valid January 31-17	\$25 Free Play Valid February 03-20	\$25 Free Play Valid February 21-27	\$25 Free Play Valid February 28-16	\$25 Free Play Valid February 17-27	\$25 Free Play Valid February 28-16	\$25 Free Play Valid March 03-20	\$25 Free Play Valid March 21-27	\$25 Free Play Valid March 28-16	\$25 Free Play Valid March 17-27	\$25 Free Play Valid March 28-16	\$25 Free Play Valid March 17-27	\$25 Free Play Valid March 28-16	\$25 Free Play Valid March 17-27	\$25 Free Play Valid March 28-16	\$25 Free Play Valid March 17-27	
Peppermill	\$50 Free Play Valid January 28-15	\$50 Free Play Valid January 15-30	\$50 Free Play Valid February 03-20	\$50 Free Play Valid February 21-27	\$50 Free Play Valid February 28-16	\$50 Free Play Valid February 17-27	\$50 Free Play Valid February 28-16	\$50 Free Play Valid March 03-20	\$50 Free Play Valid March 21-27	\$50 Free Play Valid March 28-16	\$50 Free Play Valid March 17-27	\$50 Free Play Valid March 28-16	\$50 Free Play Valid March 17-27	\$50 Free Play Valid March 28-16	\$50 Free Play Valid March 17-27	\$50 Free Play Valid March 28-16	\$50 Free Play Valid March 17-27	\$50 Free Play Valid March 28-16	
Atlantis	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	\$25 Free Play (See 5-13)	
Silver Legacy	\$20 Free Play Valid January 1-17	\$20 Free Play Valid January 18-31	\$20 Free Play Valid February 01-17	\$20 Free Play Valid February 18-31	\$20 Free Play Valid March 01-17	\$20 Free Play Valid March 18-31	\$20 Free Play Valid March 01-17	\$20 Free Play Valid March 18-31	\$20 Free Play Valid March 01-17	\$20 Free Play Valid March 18-31	\$20 Free Play Valid March 01-17	\$20 Free Play Valid March 18-31	\$20 Free Play Valid March 01-17	\$20 Free Play Valid March 18-31	\$20 Free Play Valid March 01-17	\$20 Free Play Valid March 18-31	\$20 Free Play Valid March 01-17	\$20 Free Play Valid March 18-31	
Nugget	\$5 Free Play Valid January 28-15	\$5 Free Play Valid January 15-30	\$5 Free Play Valid February 03-20	\$5 Free Play Valid February 21-27	\$5 Free Play Valid February 28-16	\$5 Free Play Valid February 17-27	\$5 Free Play Valid February 28-16	\$5 Free Play Valid March 03-20	\$5 Free Play Valid March 21-27	\$5 Free Play Valid March 28-16	\$5 Free Play Valid March 17-27	\$5 Free Play Valid March 28-16	\$5 Free Play Valid March 17-27	\$5 Free Play Valid March 28-16	\$5 Free Play Valid March 17-27	\$5 Free Play Valid March 28-16	\$5 Free Play Valid March 17-27	\$5 Free Play Valid March 28-16	

Direct Mail Offer Comparison by Category
 \$250 ADT Reno Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (2) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
GSR Total Offers Received 5	Free Slot Play & Hotel Offer * \$40 free slot play (valid Mar 2-4) * \$40 free slot play (valid Mar 6-7) * \$40 free slot play (valid Mar 9-11) * \$40 free slot play (valid Mar 13-14) * \$40 free slot play (valid Mar 16-18) * \$40 free slot play (valid Mar 20-21) * \$40 free slot play (valid Mar 23-25) * \$40 free slot play (valid Mar 27-28) * \$40 free slot play (valid Mar 30 - Apr 1) * (2) free nights - Any Day-Mar 1-31 * up to (4) Hotel stays up to (2) nights any day (8 nights total - 7 days between trips) Free Dining Credit * \$15 Dining Credit (Mar 1-31) Free Play, Hotel, Food & Gift Offers * \$30 free slot play (valid Mar 3-6) * \$50 free slot play (valid Mar 7) * \$50 free slot play (valid Mar 10-12) * \$50 free slot play (valid Mar 17-20) * \$50 free slot play (valid Mar 21) * \$50 free slot play (valid Mar 24-27) * \$50 free slot play (valid Mar 28) * (2) free nights in Tuscan Tower (Mar 1-31) * \$30 Dining Credit * Monday's (Mar 2, 9, 16, 23 & 30)	Grand Hoops Party * March 19-20 * (2) tickets to games and Buffet \$40,000 High Limit event * March 27-29 * \$7,500 100 seat drawings (Mar 27) * Drawings and \$10,000 Grand Prize (Mar 28) * Drawings and \$5,000 Grand Prize (Mar 29)	Sunday Gift Give Aways * Each Sunday (2-8p) * 12 Piece Kitchen Set (Mar 1) * 1.5 Quart Sauce Pan (Mar 8) * 2 Quart Sauce Pan (Mar 15) * 9 1/8 Open Fry Pan (Mar 22) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * March 2 & 30 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hr and \$1,000 winner at 10p Multipilers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Double Play Slot Tournament * March 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants \$30,000 Blackjack Tournament * March 20-22 * \$10,000 Top Prize * Based on 150 players
Peppermill Total Offers Received 5	Free Play, Hotel, Food & Gift Offers * \$30 free slot play (valid Mar 3-6) * \$50 free slot play (valid Mar 7) * \$50 free slot play (valid Mar 10-12) * \$50 free slot play (valid Mar 17-20) * \$50 free slot play (valid Mar 21) * \$50 free slot play (valid Mar 24-27) * \$50 free slot play (valid Mar 28) * (2) free nights in Tuscan Tower (Mar 1-31) * \$30 Dining Credit * Monday's (Mar 2, 9, 16, 23 & 30)	Hoops Hysteria Party * March 19-21 * (2) tickets to games and (2) \$10 food vouchers	Tesla Giveaway * Through March 2014 * Collect letters daily * \$90k Grand Finale Weekend - March 20-21, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points March 6 * 7x Points March 13-14 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Triple Header Slot Tournament * March 8-9 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize Slots O' Luck Slot Tournament * March 15-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize Triple Header Slot Tournament * March 22-23 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize
Atlantis Total Offers Received 3	Free Play, Hotel, Food & Gift Offers * \$10 Free Play (Mar 9-9) * \$25-\$500 Free Play (Mar 7) * \$10 Free Play (Mar 10-12) * \$10 Free Play (Mar 24-26) * \$25-\$500 Free Play (Mar 28) * (2) free nights Deluxe Tower (Mar 1-31) * Deluxe Tower valid up to (8) nights	Crab Feed * March 13-14 * (2) free tickets to dinner * (2) free nights	\$10,000 All Cash Sunday Drawings * Every Sunday 1,3 5p Point Multipliers (Comps) * 4x comp points each Friday in March * 5X comp points (March 1 & 15)	\$40,000 Lucky Number 7 Slot Tournament * March 28-30 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel

Direct Mail Offer Comparison by Category
 \$250 ADT Reno Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$23 free slot play (valid Mar 2) * \$23 free slot play (valid Mar 9) * \$23 free slot play (valid Mar 16) * \$23 free slot play (valid Mar 23) * \$23 free slot play (valid Mar 23) * \$39 Room Rates Sunday - Thursday - Mar 1-31 * \$23 Resort Credit for Hotel Items	John Mulaney - March 7 * (2) free Tickets MCW Micro Wrestling - March 13 * (2) free Tickets Leprechan Crawl - March 14 * (2) free Tickets Marie Osmond and Friends - March 21 * (2) free Tickets	\$1 Million Dollar Game Changers * Play daily * Legacy Video Loto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8- March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20k-1st)	\$25,000 March Mania Slot Tournament * March 20-22 * \$5,000 Prize Pool on Friday * \$10,000 prize pool on Sat/Sun
Nugget Total Offers Received 3	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$15 free slot play (valid Mar 2-5) * \$15 free slot play (valid Mar 11-14) * \$15 free slot play (valid Mar 18-22) * \$15 free slot play (valid Mar 23-26) * \$10 Dining Credit (Mar 3-15) * \$10 Dining Credit (Mar 18-28)	Sinatra Forever * March 14 * (2) free tickets to the show	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) * \$60,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points Mar 30 & 31 * 3X Points - Mar 4, 5, 10, 16 & 26 * 2X Points Mar 15 & 25	\$20,000 777 Slot Tournament * March 6-8 * \$5,000 top prize * (2) free nights

Direct Mail Offer Comparison by Category
 \$100 ADT Reno Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (1) Offers Received	Promotion Offers (2) Offers Received	Tournament Offers (1) Offers Received
GSR Total Offers Received 3	<p>Free Slot Play & Hotel Offer</p> <ul style="list-style-type: none"> * \$25 free slot play (valid Mar 2-4) * \$25 free slot play (valid Mar 6-7) * \$25 free slot play (valid Mar 8-11) * \$25 free slot play (valid Mar 13-14) * \$25 free slot play (valid Mar 16-18) * \$25 free slot play (valid Mar 20-21) * \$25 free slot play (valid Mar 23-25) * \$25 free slot play (valid Mar 27-28) * \$25 free slot play (valid Mar 30 - Apr 1) <p>* (2) free nights - Any Day - Mar 1-31 * up to (4) Hotel stays up to (2) nights any day (8 nights total - 7 days between trips)</p> <p>Free Dining Credit</p> <ul style="list-style-type: none"> * \$10 Dining Credit (Mar 1-31) 	<p>Grand Hoops Party</p> <ul style="list-style-type: none"> * March 19-20 * (2) tickets to games and Buffet 	<p>Sunday Gift Give Aways</p> <ul style="list-style-type: none"> * Each Sunday (2-8p) * 1/2 Piece Kitchen Set (Mar 1) * 1.5 Quart Sauce Pan (Mar 8) * 2 Quart Sauce Pan (Mar 15) * 9 1/8" Open Fry Pan (Mar 22) * 4 Quart Dutch Oven Pan (Mar 29) <p>Play Your Points</p> <ul style="list-style-type: none"> * March 2 & 30 (10am-10pm) * Exchange comps for Free play (2-1) <p>Free Play Fridays</p> <ul style="list-style-type: none"> * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p <p>Multipliers</p> <ul style="list-style-type: none"> * Every Thursday * 2x Platinum, 3x Legend, 5x Ellie, 7x Grand 	<p>\$5,000 Lucky Bonus Slot Tournament</p> <ul style="list-style-type: none"> * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Ellie and Legend <p>\$35,000 Double Play Slot Tournament</p> <ul style="list-style-type: none"> * March 22-23 * \$5,000 Top Prize * 100 winners * Based on 600 Entrants
Peppermill Total Offers Received 4	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$50 free slot play (valid Mar 3-6) * \$50 free slot play (valid Mar 7) * \$50 free slot play (valid Mar 10-12) * \$50 free slot play (valid Mar 17-20) * \$50 free slot play (valid Mar 21) * \$50 free slot play (valid Mar 24-27) * \$50 free slot play (valid Mar 28) <p>* (2) free nights in Tuscan Tower (Mar 1-31)</p> <p>* \$30 Dining Credit</p> <ul style="list-style-type: none"> * Monday's (Mar 2, 9, 16, 23 & 30) 	<p>Special Event Offers</p> <ul style="list-style-type: none"> (0) Offers Received 	<p>Promotion Offers</p> <ul style="list-style-type: none"> (0) Offers Received <p>Tea Giveaway</p> <ul style="list-style-type: none"> * through March 2014 * Collect letters daily * \$90K Grand Finale Weekend - March 20-21, 2015 * Tesla Car - Grand Prize <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 4X Points every Wednesday * 5x Points March 6 * 7x Points March 13-14 <p>Point Multipliers (Tier Points)</p> <ul style="list-style-type: none"> * 4X Tier Points every Wednesday 	<p>Triple Header Slot Tournament</p> <ul style="list-style-type: none"> * March 8-9 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize <p>Slots O' Luck Slot Tournament</p> <ul style="list-style-type: none"> * March 15-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize <p>Triple Header Slot Tournament</p> <ul style="list-style-type: none"> * March 22-23 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize
Atlantis Total Offers Received 2	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$10 Free Play (Mar 3-5) * \$15-\$200 Free Play (Mar 7) * \$10 Free Play (Mar 10-12) * \$10 Free Play (Mar 24-26) * \$15-\$200 Free Play (Mar 28) <p>* (2) free nights Deluxe Tower (Mar 1-31) * Deluxe Tower valid up to (6) nights</p>	<p>Special Event Offers</p> <ul style="list-style-type: none"> (0) Offers Received 	<p>Promotion Offers</p> <ul style="list-style-type: none"> (0) Offers Received <p>\$10,000 All Cash Sunday Drawings</p> <ul style="list-style-type: none"> * Every Sunday 1:30-5p <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 4x comp points each Friday in March * 5x comp points (March 1 & 15) 	<p>\$40,000 Lucky Number 7 Slot Tournament</p> <ul style="list-style-type: none"> * March 29-30 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel

Direct Mail Offer Comparison by Category
 \$100 ADT Reno Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$13 free slot play (valid Mar 2) * \$13 free slot play (valid Mar 9) * \$13 free slot play (valid Mar 16) * \$13 free slot play (valid Mar 23) * \$13 free slot play (valid Mar 23) * \$99 Room Rates Sunday - Thursday Mar 1-31 * \$13 Resort Credit for Hotel Items		\$1 Million Dollar Game Changers * Play daily * Legacy Video Loto * Random Riches * Big Strike Progressive * Break the Bank Bonuses * \$100,000 Vacations on Us * December 8- March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20k 1st)	\$25,000 March Mania Slot Tournament * March 20-22 * \$5,000 Prize Pool on Friday * \$10,000 prize pool on Sat/Sun
Nugget Total Offers Received 2	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$10 free slot play (valid Mar 2-5) * \$10 free slot play (valid Mar 11-14) * \$10 free slot play (valid Mar 18-22) * \$10 free slot play (valid Mar 23-26) * \$5 Dining Credit (Mar 1-31)	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received \$60,000 Up for Grabs Giveaway (Feb 16-March 29) * \$60,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points Mar 30 & 31 * 3X Points - Mar 4, 5, 10, 16 & 26 * 2X Points Mar 15 & 25	\$20,000 777 Slot Tournament * March 6-8 * \$5,000 top prize * (2) free nights

Direct Mail Offer Comparison by Category
 \$50 ADT Reno Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (1) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (1) Offers Received
GSR Total Offers Received 3	Free Slot Play & Hotel Offer * \$10 free slot play (valid Mar 2-4) * \$10 free slot play (valid Mar 6-7) * \$10 free slot play (valid Mar 9-11) * \$10 free slot play (valid Mar 13-14) * \$10 free slot play (valid Mar 16-18) * \$10 free slot play (valid Mar 20-21) * \$10 free slot play (valid Mar 23-25) * \$10 free slot play (valid Mar 27-28) * \$10 free slot play (valid Mar 30 - Apr 1) * (2) free nights - Any Day -Mar 1-31 * up to (4) Hotel stays up to (2) nights any day (8 nights total - 7 days between trips)	Grand Hoops Party * March 19-20 * (2) tickets to games and Buffet	Sunday Gift Give Aways * Each Sunday (2-8p) * 12 Piece Kitchen Set (Mar 1) * 1 5 Quart Sauce Pan (Mar 8) * 2 Quart Sauce Pan (Mar 15) * 9 1/8 Open Fry Pan (Mar 22) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * March 2 & 30 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Double Play Slot Tournament * March 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants
Peppermill Total Offers Received 4	Free Dining Credit * 2-1 Buffet (Mar 1-31) Free Play, Hotel, Food & Gift Offers (2) Offers Received * \$10 free slot play (valid Mar 3-6) * \$10 free slot play (valid Mar 7) * \$10 free slot play (valid Mar 10-12) * \$10 free slot play (valid Mar 17-20) * \$10 free slot play (valid Mar 21) * \$10 free slot play (valid Mar 24-27) * \$10 free slot play (valid Mar 28) * (2) free nights in Peppermill Tower (Mar 1-31)	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received * Tesla Giveaway * through March 2014 * Collect letters daily * \$90k Grand Finale Weekend - March 20-21, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points March 6 * 7x Points March 13-14 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Tournament Offers (2) Offers Received * Triple Header Slot Tournament * March 8-9 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * Slots O' Luck Slot Tournament * March 15-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * Triple Header Slot Tournament * March 22-23 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize
Atlantis Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (1) Offers Received * \$10 Dining Credit * Mondays (Mar 2, 9, 16, 23, & 30) Free Slot Play Offer & Hotel Offer * \$5 Free Play (Mar 3-5) * \$10-\$100 Free Play (Mar 7) * \$5 Free Play (Mar 10-12) * \$5 Free Play (Mar 24-26) * \$10-\$100 Free Play (Mar 28) * 2-1 room nights Deluxe Tower (Mar 1-31) * Deluxe Tower valid up to (8) nights	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received * \$10,000 All Cash Sunday Drawings * Every Sunday 1,3,5p Point Multipliers (Comps) * 4x comp points each Friday in March * 5X comp points (March 1 & 15)	Tournament Offers (0) Offers Received

Direct Mail Offer Comparison by Category
 \$50 ADT Reno Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (2) Offers Received	Promotion Offers (3) Offers Received	Tournament Offers (4) Offers Received
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$6 free slot play (valid Mar 2) * \$6 free slot play (valid Mar 9) * \$6 free slot play (valid Mar 16) * \$6 free slot play (valid Mar 23) * \$6 free slot play (valid Mar 23) * \$39 Room Rates Sunday - Thursday - Mar 1-31 * \$6 Resort Credit for 1 hotel items		\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8- March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize: (\$50,000 Grand Prize Drawing - 20k 1st)	
Nugget Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (2) Offers Received Free Slot Play Offer & Hotel Offer * \$5 free slot play (valid Mar 2-5) * \$5 free slot play (valid Mar 11-14) * \$5 free slot play (valid Mar 18-22) * \$5 free slot play (valid Mar 23-25) * \$5 Dining Credit (Mar 1-31)	Special Event Offers (2) Offers Received	Promotion Offers (3) Offers Received \$60,000 Up for Grabs Giveaway (Feb 16-March 29) * \$60,000 Cash and free 1 play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points March 30 & 31 * 3X Points - Mar 4, 5, 10, 16 & 25 * 2X Points Mar 15 & 25	

Direct Mail Offer Comparison by Category
 \$250 ADT Sacramento Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (2) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
GSR Total Offers Received 5	Free Slot Play & Hotel Offer * \$80 free slot play (valid Mar 2-17) * \$80 free slot play (valid Mar 19-31) * (2) free nights any day - Mar 1-31 * Multiple stays allowed - up to (14) nights * \$20 Dining Credit * valid Mar 1-31	Grand Hoops Party * March 19-20 * (2) tickets to games and Buffet * (2) free nights \$40,000 High Limit event * March 27-29 * \$7,500 Hot seat drawings (Mar 27) * Drawings and \$10,000 Grand Prize (Mar 28) * Drawings and \$5,000 Grand Prize (Mar 29) * (3) free nights	Sunday Gift Give Aways * Each Sunday (2-8p) * 12 Piece Kitchen Set (Mar 1) * 1.5 Quart Sauce Pan (Mar 8) * 7 Quart Sauce Pan (Mar 15) * 9 1/8 Open Fry Pan (Mar 22) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * March 2 & 30 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p Multipilers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,600 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Double Play Slot Tournament * March 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights \$30,000 Blackjack Tournament * March 20-22 * \$10,000 Top Prize * Based on 150 players * (2) free nights
Peppermill Total Offers Received 6	Free Play, Hotel, Food & Gift Offers (3) Offers Received Free Slot Play Offer & Hotel Offer * \$75 free slot play (February 28- March 31) * (3) Free Nights - Tuscan Tower * March 1-31 * (2) free nights - March 13-14 * (2) free nights - March 19-22	Special Event Offers (1) Offers Received Hoops Hyateria Party * March 19-21 * (2) tickets to games and (2) \$10 food vouchers * (3) free nights	Promotion Offers (0) Offers Received Tesla Giveaway * through March 2014 * Collect letters daily * \$80k Grand Finale Weekend - March 20-21, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points March 6 * 7x Points March 13-14 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Tournament Offers (2) Offers Received Triple Header Slot Tournament * March 8-9 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights Slots O' Luck Slot Tournament * March 15-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (3) free nights Triple Header Slot Tournament * March 22-23 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights
Atlantis Total Offers Received 5	Free Play, Hotel, Food & Gift Offers (3) Offers Received Free Slot Play Offer & Hotel Offer * \$50 free play (Mar 5-27) * \$50-\$500 free play (Mar 6-7) * \$100-\$1,000 free play (Mar 27-29) * (2) Free Nights - Mar 1-31 * (2) Free Nights - Mar 6-8 * (3) Free Nights - Mar 27-29	Special Event Offers (1) Offers Received Crab Feed * March 13-14 * (2) free tickets to dinner * (2) free nights	Promotion Offers (0) Offers Received \$10,000 All Cash Sunday Drawings * Every Sunday 1:30-5p Point Multipliers (Comps) * 4x comp points each Friday in March * 5X comp points (March 1 & 15)	Tournament Offers (1) Offers Received \$40,000 Lucky Number 7 Slot Tournament * March 28-30 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel

Direct Mail Offer Comparison by Category
\$250 ADT Sacramento Player
(March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (3) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (1) Offers Received
Silver Legacy Total Offers Received 4	Free Slot Play Offer & Hotel Offer * \$25 free slot play (valid Mar 1-31) * (3) Free nights (March 1-31) * \$100 Resort Credit (March 1-31) * (2) Free nights through March 31 * (2) Free nights (March 6-7) * (2) Free nights (March 27-28)	John Mulaney - March 7 * (2) free Tickets MCW Micro Wrestling - March 13 * (2) free tickets Leprechaun Crowd - March 14 * (2) free Tickets The Mavericks - March 28 * (2) free Tickets	\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strikes Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8- March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20k 1st)	\$25,000 March Manila Slot Tournament * March 20-22 * \$5,000 Prize Pool on Friday * \$10,000 prize pool on Sat/Sun
Nugget Total Offers Received 3	Free Play, Hotel, Food & Gift Offers (3) Offers Received Free Slot Play Offer & Hotel Offer * \$35 free slot play (valid Mar 4-10) * \$35 free slot play (valid Mar 11-17) * \$35 free slot play (valid Mar 18-24) * \$35 free slot play (valid Mar 25-31) * \$10 Dining Credit (Mar 1-12) * \$30 Dining Credit (Mar 18-31) * (2) Free nights (Mar 1-16) * (2) Free nights (Mar 18-28)	Special Event Offers (1) Offers Received Sinatra Forever * March 14 * (2) free tickets to the show * (2) free nights	Promotion Offers (0) Offers Received \$60,000 Up for Grabs Giveaway (Feb 16-March 29) * \$60,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points March 30 & 31 * 3X Points - Mar 4, 5, 10, 16 & 26 * 2X Points Mar 15 & 25	\$20,000 777 Slot Tournament * March 6-8 * \$5,000 top prize * (2) free nights

Direct Mail Offer Comparison by Category
\$100 ADT Sacramento Player
(March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (1) Offers Received
GSR Total Offers Received 2	Free Slot Play & Hotel Offer * \$50 free slot play (valid Mar 2-17) * \$50 free slot play (valid Mar 19-31) * (2) free nights - any day - Mar 1-31 * Multiple stays allowed - up to (1/4) nights * \$15 Dining Credit * valid Mar 1-31	Sunday Gift Give Aways * Each Sunday (2-8p) * 12 Piece Kitchen Set (Mar 8) * 1.5 Quart Sauce Pan (Mar 8) * 2 Quart Sauce Pan (Mar 15) * 9 1/8 Open Fry Pan (Mar 22) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * March 2 & 30 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p Multipliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Double Play Slot Tournament * March 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights	
Peppermill Total Offers Received 6	Free Play, Hotel, Food & Gift Offers (3) Offers Received Free Slot Play Offer & Hotel Offer * \$50 free slot play (February 28- March 31) * (3) Free Nights - Peppermill Tower * March 1-31 * (2) free nights - March 13-14 * (2) free nights - March 19-22	Special Event Offers (1) Offers Received Hoops hysteria Party * March 13-21 * (2) tickets to games and (2) \$10 food vouchers * (3) free nights	Promotion Offers (0) Offers Received Tesla Giveaway * Through March 2014 * Collect letters daily * \$90k Grand Finale Weekend - March 20-21, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points March 6 * 7x Points March 13-14 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Tournament Offers (2) Offers Received Triple Header Slot Tournament * March 8-9 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights Slots O' Luck Slot Tournament * March 15-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (3) free nights Triple Header Slot Tournament * March 22-23 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights
Atlantis Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$15 free play (Mar 5-27) * (1) Free Night - Mar 1-31 * Monday - Thursday	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received \$10,000 All Cash Sunday Drawings * Every Sunday 1.3.5p Point Multipliers (Comps) * 4x comp points each Friday in March * 5X comp points (March 1 & 15)	Tournament Offers (0) Offers Received

Direct Mail Offer Comparison by Category

\$100 ADT Sacramento Player
(March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (1) Offers Received
Silver Legacy Total Offers Received 2	Free Slot Play Offer & Hotel Offer * \$20 free slot play (valid Mar 1-31) * (2) Free nights (March 27-28)	MCW Micro Wrestling - March 13 * (2) free Tickets Leprechan Crawl - March 14 * (2) free Tickets	\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * Dec 8, March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20k 1st)	\$25,000 March Mania Slot Tournament * March 20-22 * \$5,000 Prize Pool on Friday * \$10,000 prize pool on Sat/Sun
Nugget Total Offers Received 3	Free Play, Hotel, Food & Gift Offers (2) Offers Received Free Slot Play Offer & Hotel Offer * \$10 free slot play (valid Mar 4-10) * \$10 free slot play (valid Mar 11-17) * \$10 free slot play (valid Mar 18-24) * \$25 free slot play (valid Mar 25-31) * \$10 Dining Credit (Mar 1-12) * \$10 Dining Credit (Mar 18-31) * (2) Free nights (March 1-16) * (2) Free nights (March 18-31)	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received \$60,000 Up for Grabs Giveaway (Feb 16-March 29) * \$60,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points March 30 & 31 * 3X Points - Mar 4, 5, 10, 16 & 26 * 2X Points Mar 13, 8, 25	\$20,000 777 Slot Tournament * March 6-8 * \$5,000 top prize * (2) free nights

Direct Mail Offer Comparison by Category
 \$50 ADT Sacramento Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (1) Offers Received
GSR Total Offers Received 2	Free Slot Play & Hotel Offer * \$25 free slot play (valid Mar 2-17) * \$25 free slot play (valid Mar 19-31) * (2) free nights - any day - Mar 1-31 * Multiple stays allowed - up to (14) nights * 2-1 Buffet * valid Mar 1-31	Free Play, Hotel, Food & Gift Offers * \$50 free slot play (February 28- March 31)	Sunday Gift Give Aways * Each Sunday (2-8p) * 12 Piece Kitchen Set (Mar 1) * 1.5 Quart Sauce Pan (Mar 8) * 2 Quart Sauce Pan (Mar 15) * 9 1/8" Open Fry Pan (Mar 22) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * March 2 & 30 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$100 in Free play each half hr and \$1,000 winner at 10p Multipliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday in (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Double Play Slot Tournament * March 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights
Peppermill Total Offers Received 6	Free Play, Hotel, Food & Gift Offers (3) Offers Received Free Slot Play Offer & Hotel Offer * \$50 free slot play (February 28- March 31) * (3) Free Nights Peppermill Tower * March 1-31 * (2) free nights - March 13-14 * (2) free nights - March 19-22	Special Event Offers (1) Offers Received Troops Hysteria Party * March 13-21 * (2) tickets to games and (2) \$10 food vouchers * (3) free nights	Promotion Offers (0) Offers Received Tesla Giveaway * Through March 2014 * Collect letters daily * \$90k Grand Finale Weekend March 20-21, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points March 6 * 7x Points March 13-14 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Tournament Offers (2) Offers Received Triple Header Slot Tournament * March 8-9 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights Slots O' Luck Slot Tournament * March 15-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (3) free nights Triple Header Slot Tournament * March 22-23 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights
Atlantis Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$15 free play (Mar 5-27) * (1) Free Night - Mar 1-31 * Monday-Thursday	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received \$10,000 All Cash Sunday Drawings * Every Sunday 1.3.5p Point Multipliers (Comps) * 4x comp points each Friday in March * 5x comp points (March 1 & 15)	Tournament Offers (0) Offers Received

Direct Mail Offer Comparison by Category
 \$50 ADT Sacramento Player
 (March 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer • \$20 free slot play (valid March 1-31) • (2) Free nights (March 27-28)		\$1 Million Dollar Game Changers • Play daily • Legacy Video Lotto • Random Riches • Big Strike Progressive • Break the Bank Bonuses \$100,000 Vacations on Us • December 8- March 8 • Drawings on Friday, Saturday and Sunday • Grand Prize (\$50,000 Grand Prize Drawing - 20k 1st)	
Nugget Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer • Special Hotel rates during the month of March	Special Event Offers (0) Offers Received	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) • \$60,000 Cash and free Play prizes • \$5,000 each Sunday • \$30,000 Grand Prize Weekend (March 27-28) Point Multipliers (Comps) • 4X Points March 30 & 31 • 3X Points - Mar 4, 5, 10, 16 & 25 • 2X Points Mar 15 & 25	



Reno Casinos
Direct Mail Rewards Comparison & Analysis Report
April 2015

Overview:

The following report summarizes the information contained in the direct mail offers received for the month of April 2015. CDC Consulting maintains player's accounts at Peppermill, Atlantis, Silver Legacy and Nugget casinos and are included in this comparative direct mail analysis for Grand Sierra Resort and Casino.

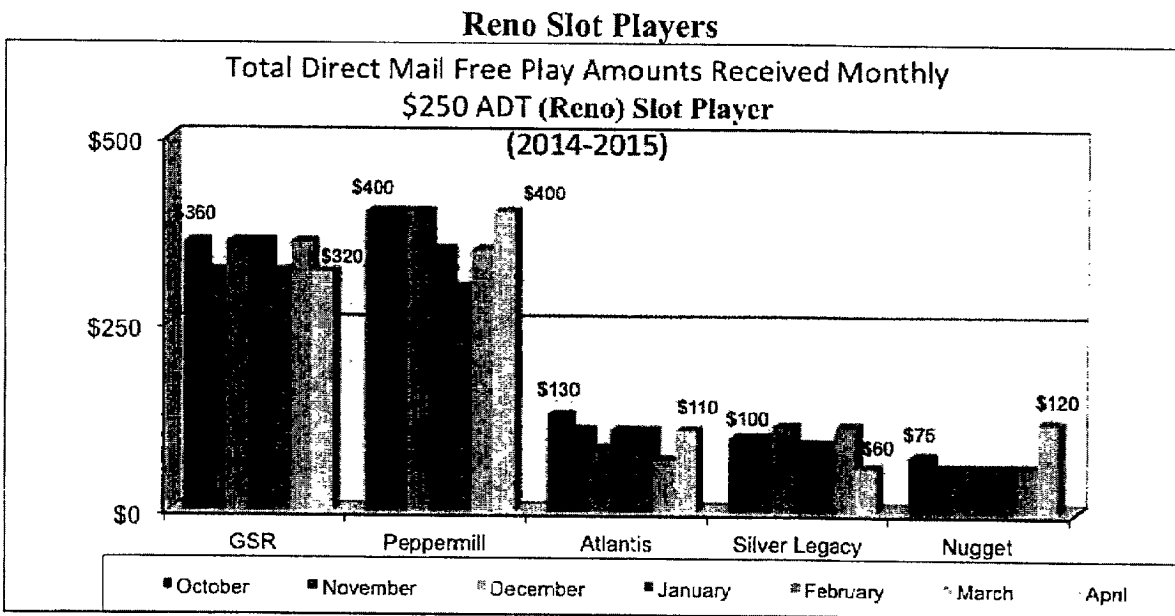
For baseline comparison purposes, six identical player accounts were established at Grand Sierra Resort and Casino. Comparable slot play takes place on each of these accounts each month as well.

In order to review the direct mail offers received, (3) player accounts have been established at each casino using a *Reno* address and (3) player accounts using a *Sacramento* address. One player account at each address is played to **\$250 ADT, \$100 ADT and \$50 ADT**.

In order to achieve an "apples to apples" comparison, similar slots & denominations are played at each casino during the course of each month's gaming visit to these casinos.

Direct Mail Free Play Rewards Comparisons:

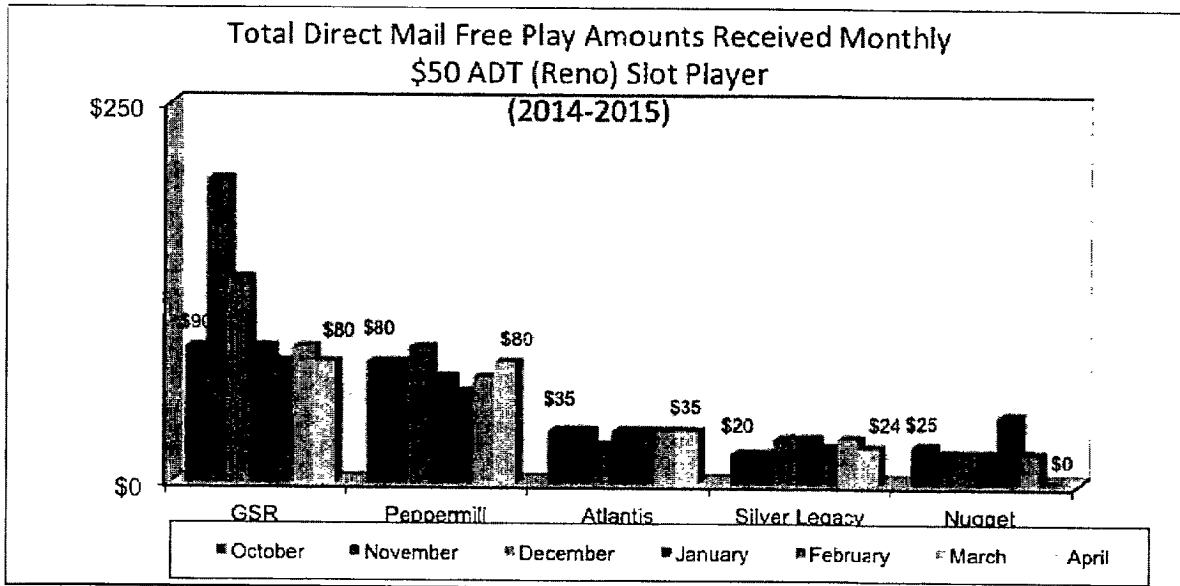
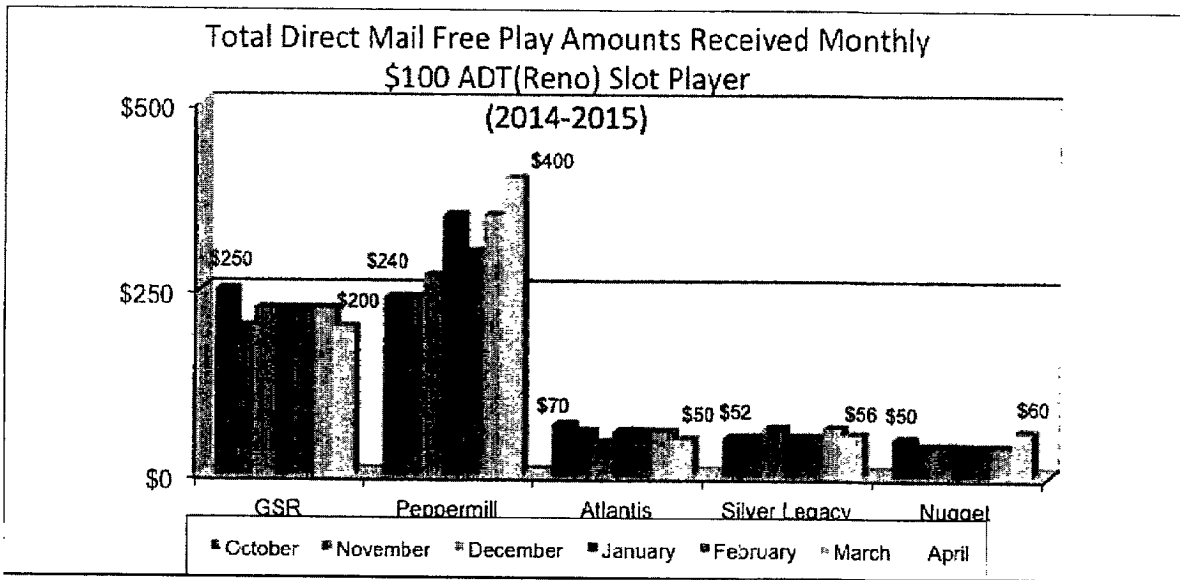
The total amount of direct mail free play rewards received by the local Reno area slot players in April are compared in the charts below.



Highly Confidential. For Attorneys' Eyes Only.

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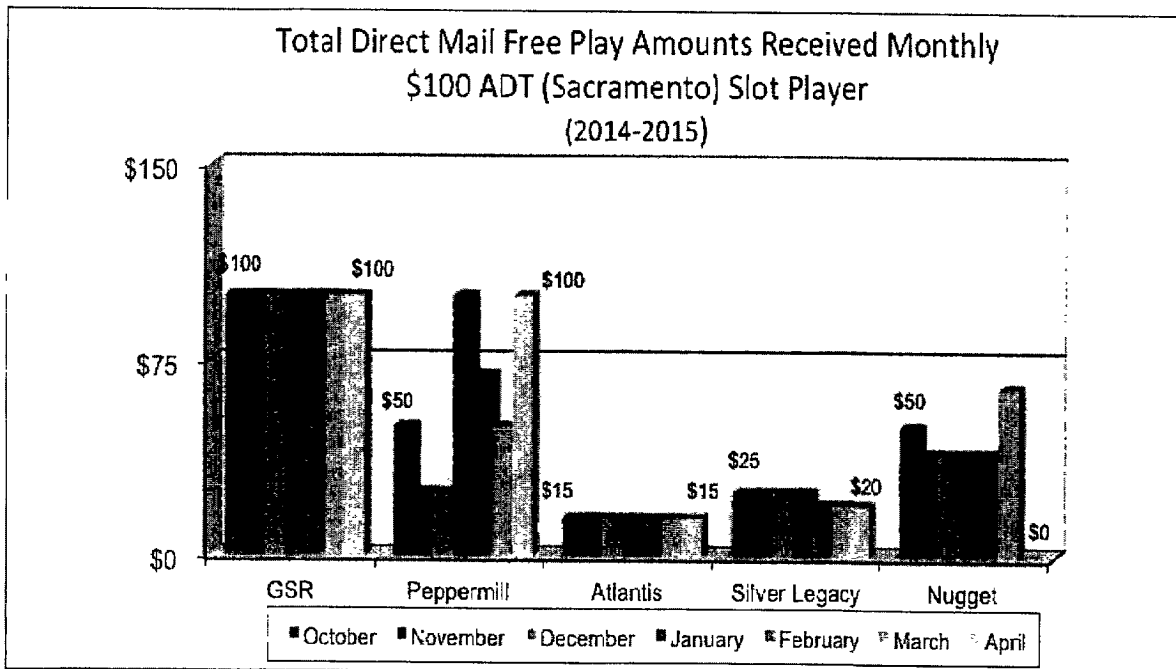
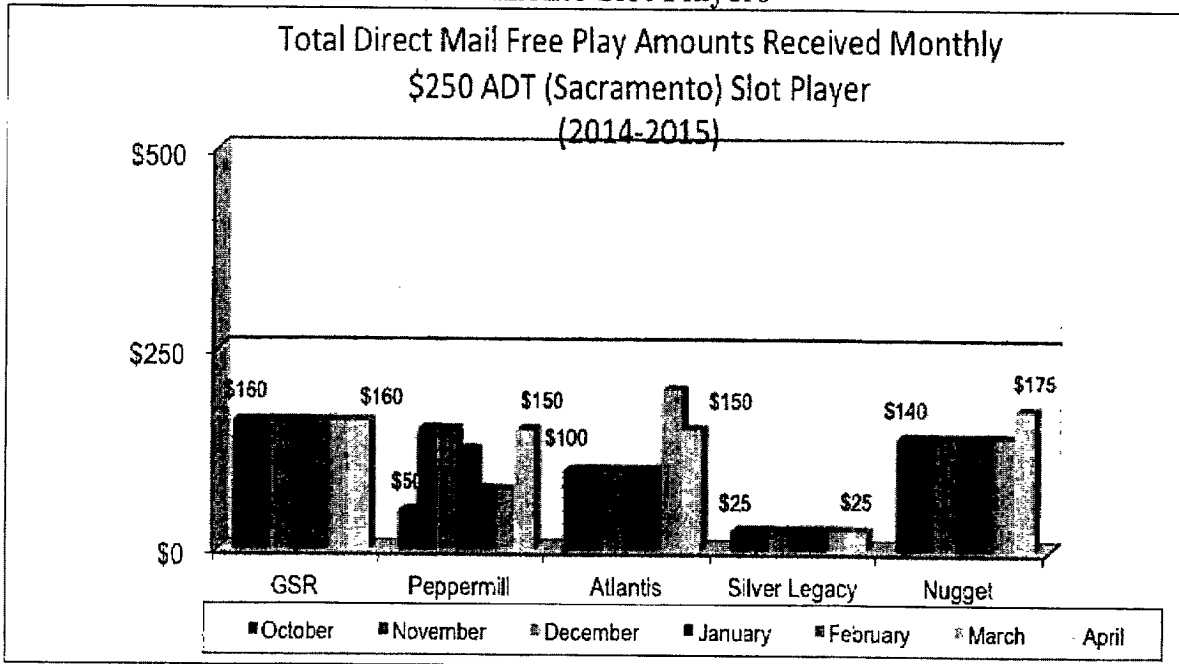


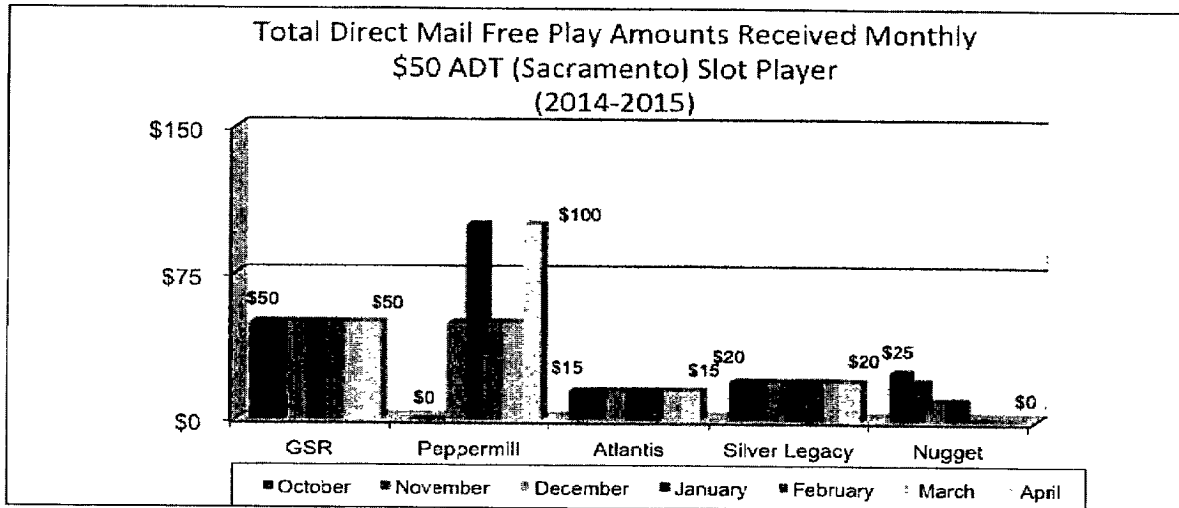
- Total free play grant days for the Reno local customers are listed below:
 1. GSR: 8
 2. Peppermill: 8
 3. Atlantis: 5
 4. Silver Legacy: 4
 5. Nugget: 4
- The Peppermill's \$100 ADT local customer increase in monthly free play is due to large tracked losses on several recent trips.
- The Nugget \$50 ADT local customers free play offer went from \$5 per period to a one time "play and earn" offer for the month of April. Earn 50 points to receive \$5 in free play, 250 points for a total of \$15, 500 points for a total of \$30 and 1,000 points for a total of \$60 in free play.

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the non-local Sacramento area slot players in April are compared in the charts below.

Sacramento Slot Players

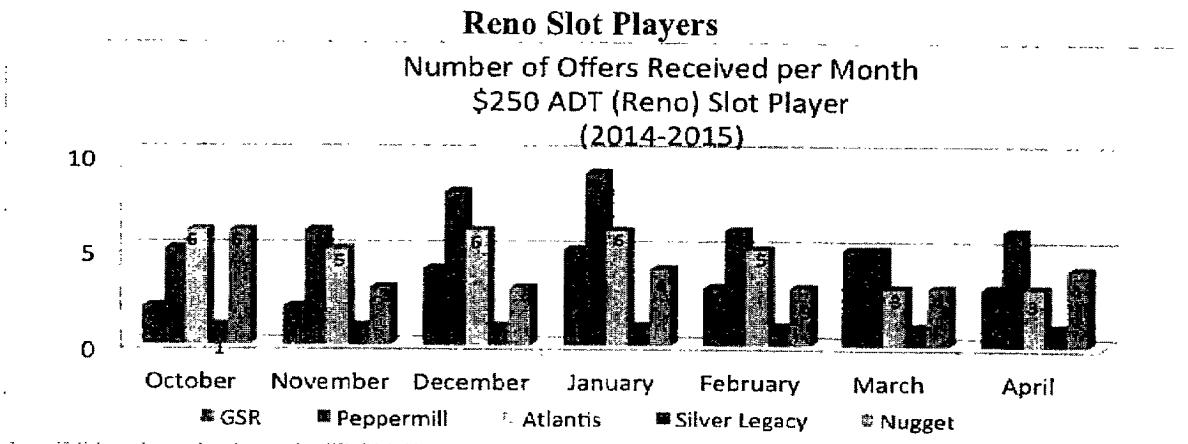




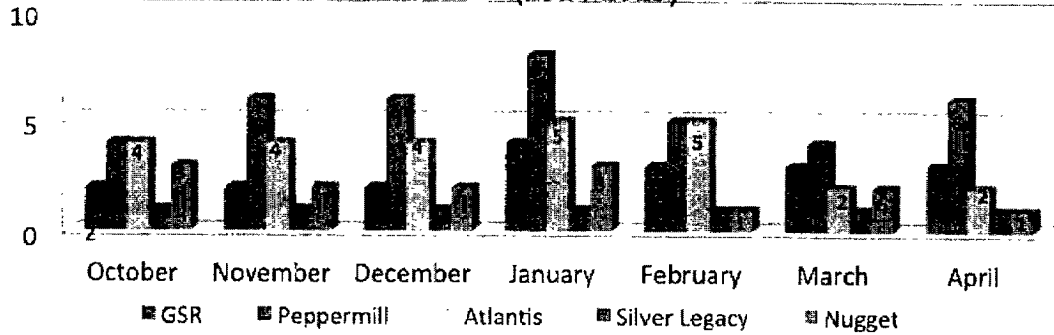
- The Peppermill \$100 & \$50 ADT non-local customers were offered a Sweepstakes weekend offer of \$50 in additional free play valid April 10-11. Both of these customer offers have increased recently due to several large tracked losses on recent trips on both accounts. (see attached copy of Peppermill Sweepstakes offer.)
- The Nugget \$100 ADT non-local customers free play offer went from \$10 four times a month to a one time “play and earn” offer for the month of April. Earn 50 points to receive \$5 in free play, 250 points for a total of \$15, 500 points for a total of \$30 and 1,000 points for a total of \$60 in free play. (see attached copy of the Nugget Monthly Mailer)
- The Nugget \$50 ADT non-local customers free play offer went from \$5 twice a month to a one time “play and earn” offer for the month of April (this offer was the same in February & March). Earn 50 points to receive \$5 in free play, 250 points for a total of \$15, 500 points for a total of \$30 and 1,000 points for a total of \$60 in free play.

Direct Mail Offer/Promotional Volume Comparisons:

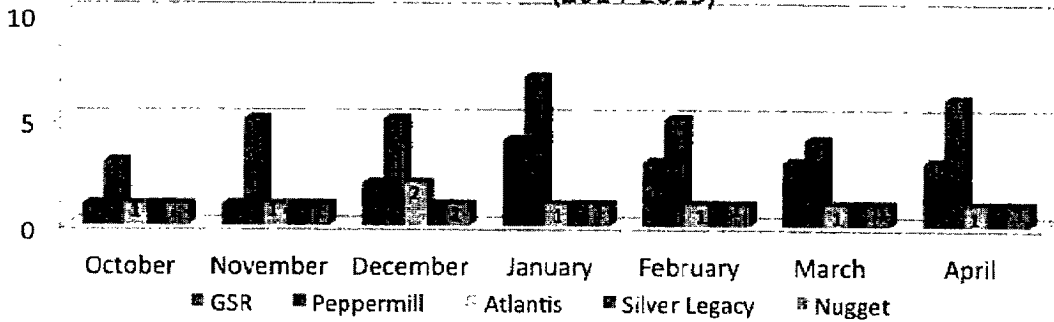
The volume of direct mail, email offers and promotions received by each of the player segments in the Reno and Sacramento areas over the past seven months are compared in the charts on the following pages.



Number of Offers Received per Month
\$100 ADT (Reno) Slot Player
(2014-2015)

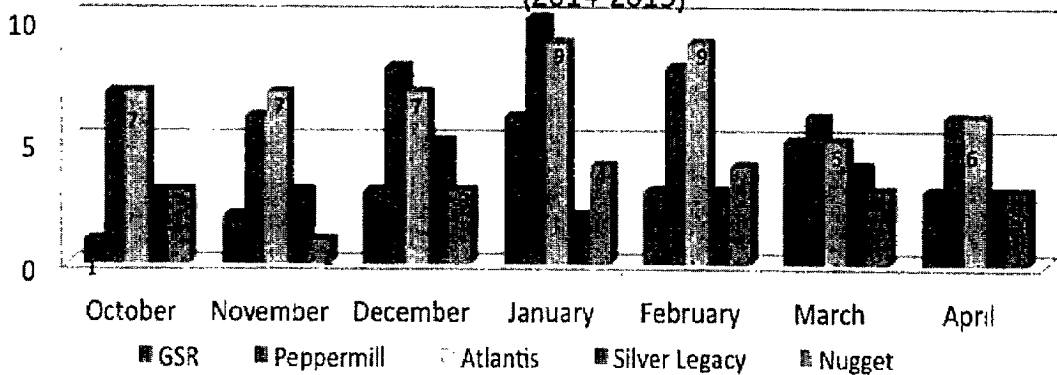


Number of Offers Received per Month
\$50 ADT (Reno) Slot Player
(2014-2015)

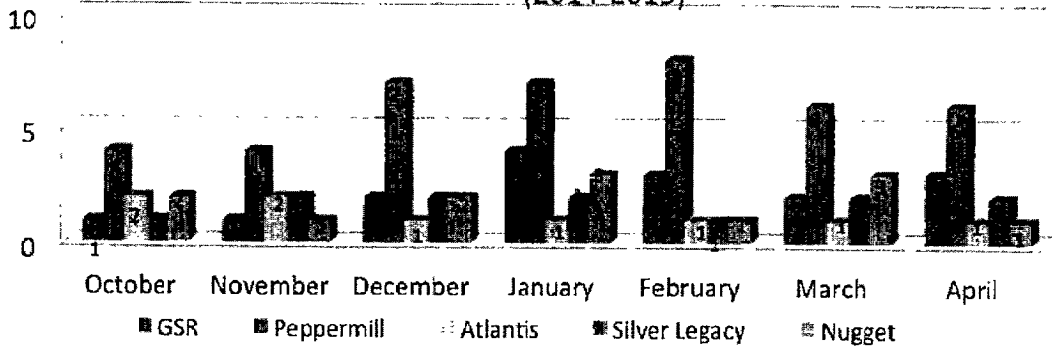


Sacramento Slot Players

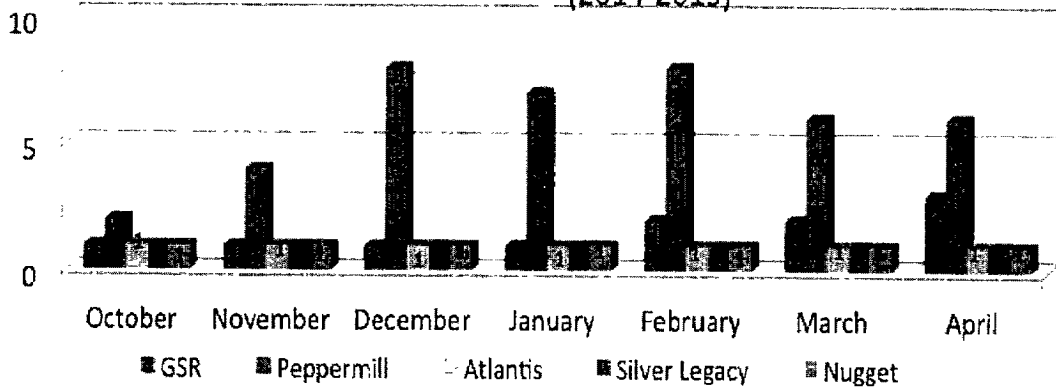
Number of Offers Received per Month
\$250 ADT (Sacramento) Slot Player
(2014-2015)



Number of Offers Received per Month
 \$100 ADT (Sacramento) Slot Player
 (2014-2015)



Number of Offers Received per Month
 \$50 ADT (Sacramento) Slot Player
 (2014-2015)



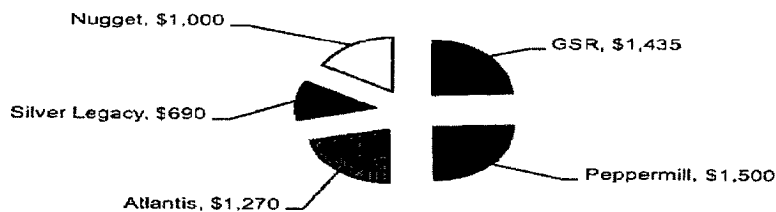
- The increase in the Peppermill's \$100 and \$50 ADT non-local customer offers received were due in part to large tracked losses on both accounts on a couple recent trips.

Overall Value of Direct Mail Offers & Promotions Received

The total estimated/perceived value of each casino's direct mail rewards offers received for April is compared in the chart & graph combinations on the following pages. This total value amount is our interpretation of the *perceived* value of all free play rewards, hotel, dining, event, promotions and tournament offers received this month.

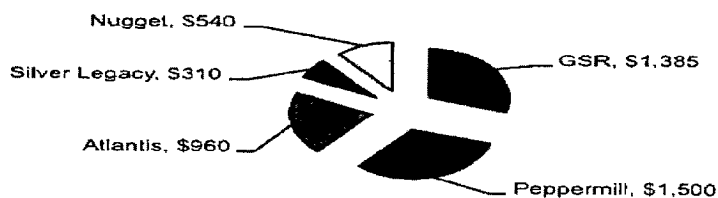
Reno Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Reno)
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers**



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$320	\$400	\$110	\$60	\$120
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$90
Dining Offer Amounts	\$15	\$120	\$0	\$15	\$30
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$240	\$0	\$360
Premium Special Events	\$0	\$0	\$150	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$150	\$0
Concert Event Offers	\$0	\$0	\$0	\$225	\$75
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$150	\$225	\$250	\$0	\$225
Total Value of Direct Mail Offers Received	\$1,435	\$1,500	\$1,270	\$690	\$1,000

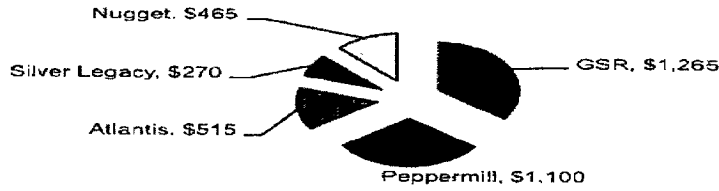
**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Reno)
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers**



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$200	\$400	\$50	\$56	\$60
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$0
Dining Offer Amounts	\$10	\$120	\$0	\$14	\$20
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$240	\$0	\$360
Premium Special Events	\$0	\$0	\$150	\$0	\$0
Non-premium Special Events	\$75	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$150	\$225	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,385	\$1,500	\$960	\$310	\$540

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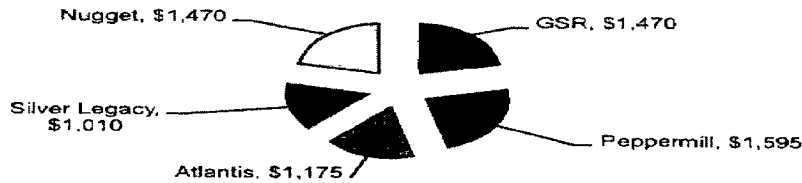
**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$80	\$80	\$35	\$24	\$0
Comp Hotel Rooms	\$360	\$90	\$80	\$0	\$0
Dining Offer Amounts	\$10	\$40	\$0	\$6	\$5
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$240	\$0	\$360
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$75	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$150	\$225	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,265	\$1,100	\$515	\$270	\$465

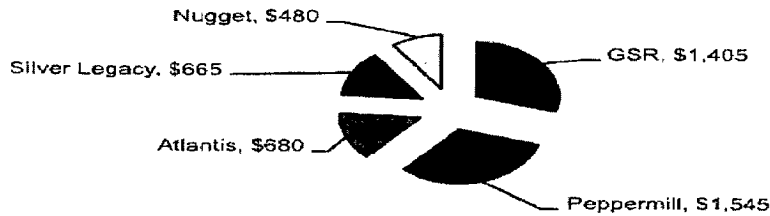
Sacramento Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



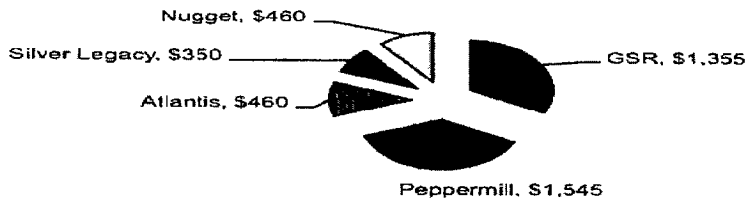
	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$160	\$150	\$150	\$25	\$175
Comp Hotel Rooms	\$450	\$405	\$225	\$270	\$450
Dining Offer Amounts	\$20	\$0	\$0	\$100	\$60
Gift Items	\$80	\$0	\$0	\$240	\$0
Promotional Event Offers	\$280	\$320	\$160	\$0	\$100
Point Multipliers Offers	\$150	\$270	\$240	\$0	\$360
Premium Special Events	\$0	\$0	\$150	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$150	\$0
Concert Event Offers	\$0	\$0	\$0	\$225	\$75
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$250	\$375	\$250	\$0	\$250
Total Value of Direct Mail Offers Received	\$1,470	\$1,595	\$1,175	\$1,010	\$1,470

**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Sacramento)
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers**



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$100	\$100	\$15	\$20	\$0
Comp Hotel Rooms	\$450	\$405	\$225	\$180	\$0
Dining Offer Amounts	\$15	\$0	\$40	\$0	\$20
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$240	\$0	\$360
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$75	\$0
Concert Event Offers	\$0	\$0	\$0	\$150	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$250	\$375	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,405	\$1,545	\$680	\$665	\$480

**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Sacramento)
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers**

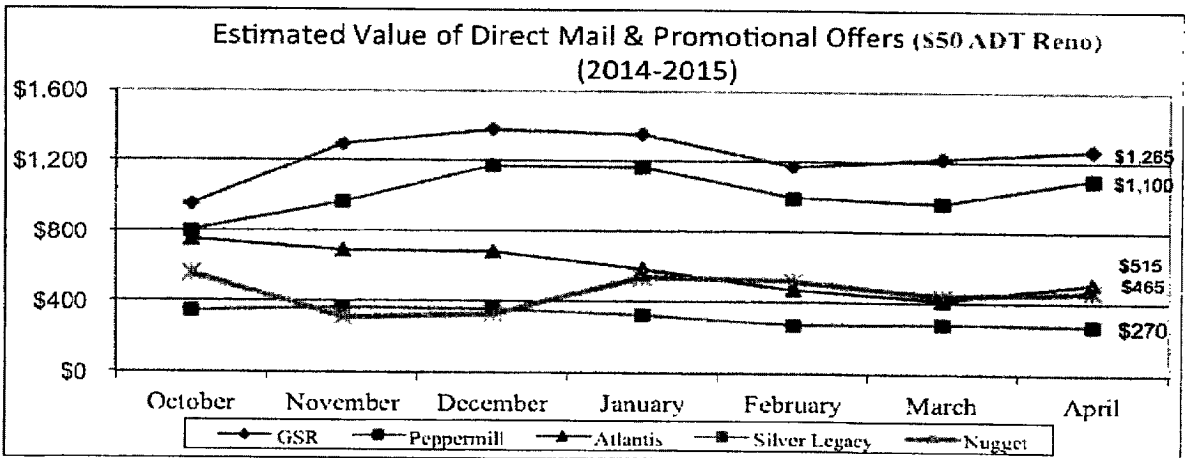
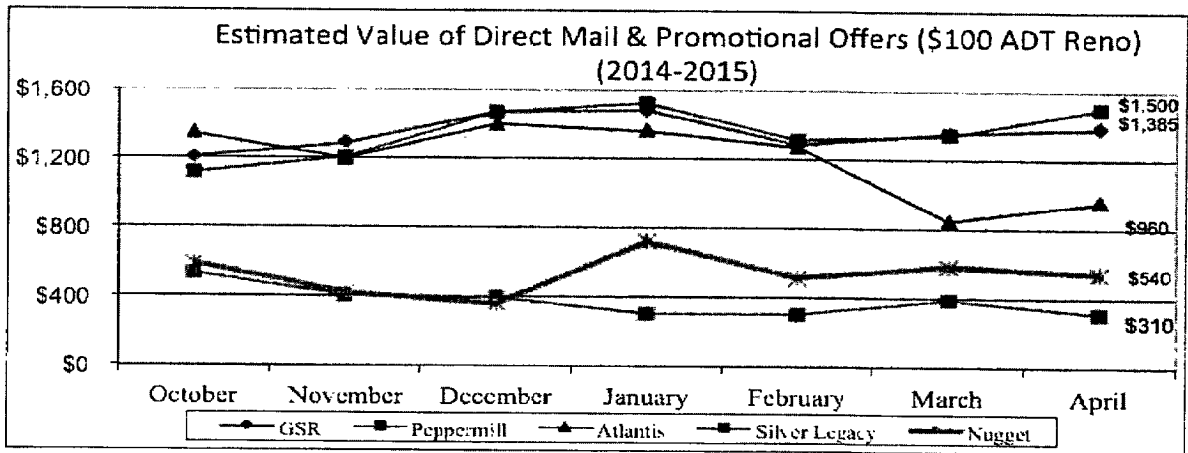
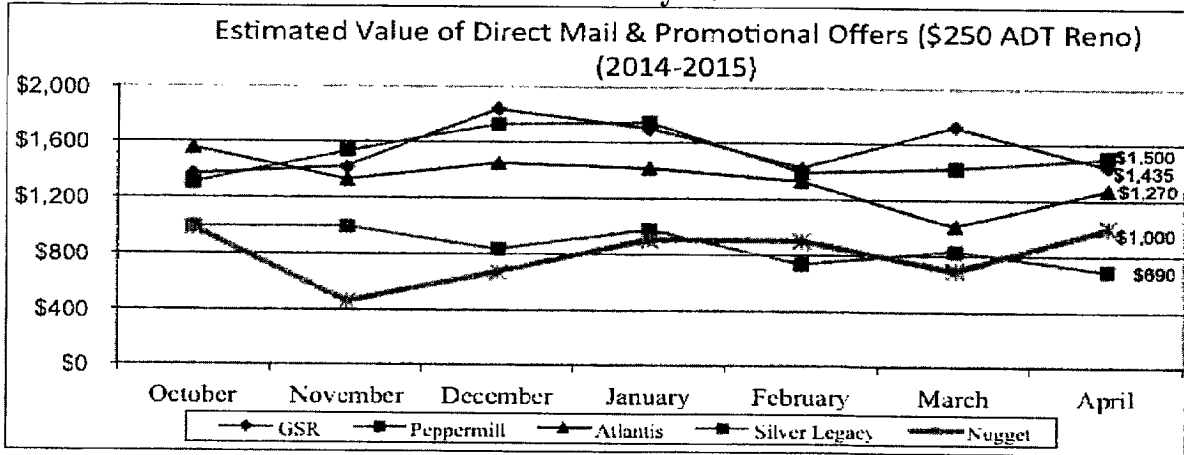


	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$50	\$100	\$15	\$20	\$0
Comp Hotel Rooms	\$450	\$405	\$45	\$90	\$0
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$0
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$240	\$0	\$360
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$250	\$375	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,355	\$1,545	\$460	\$350	\$460

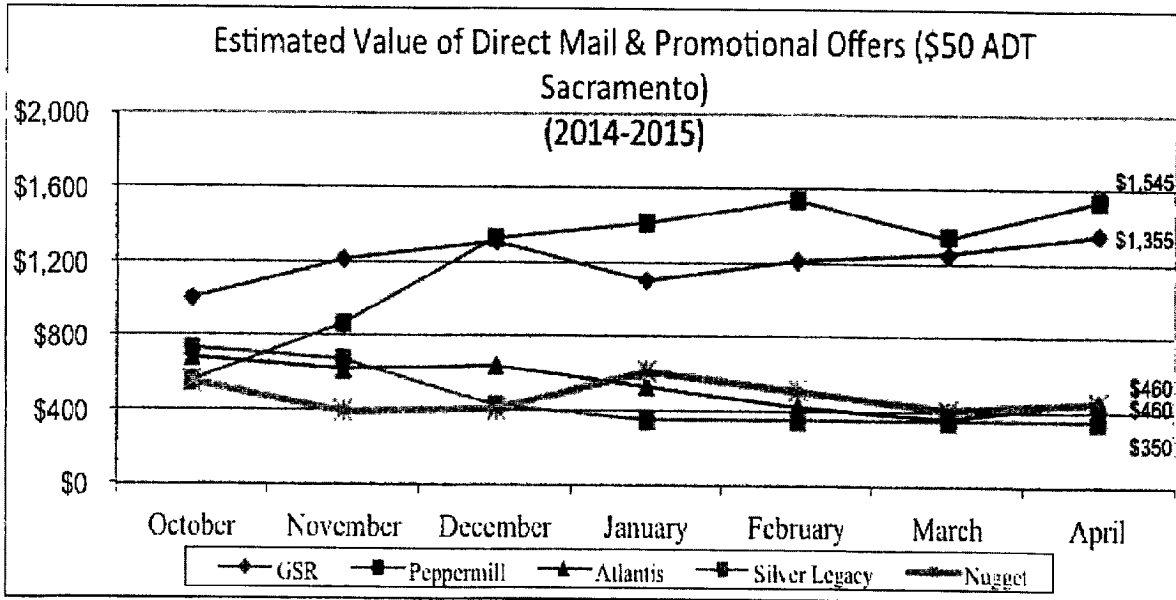
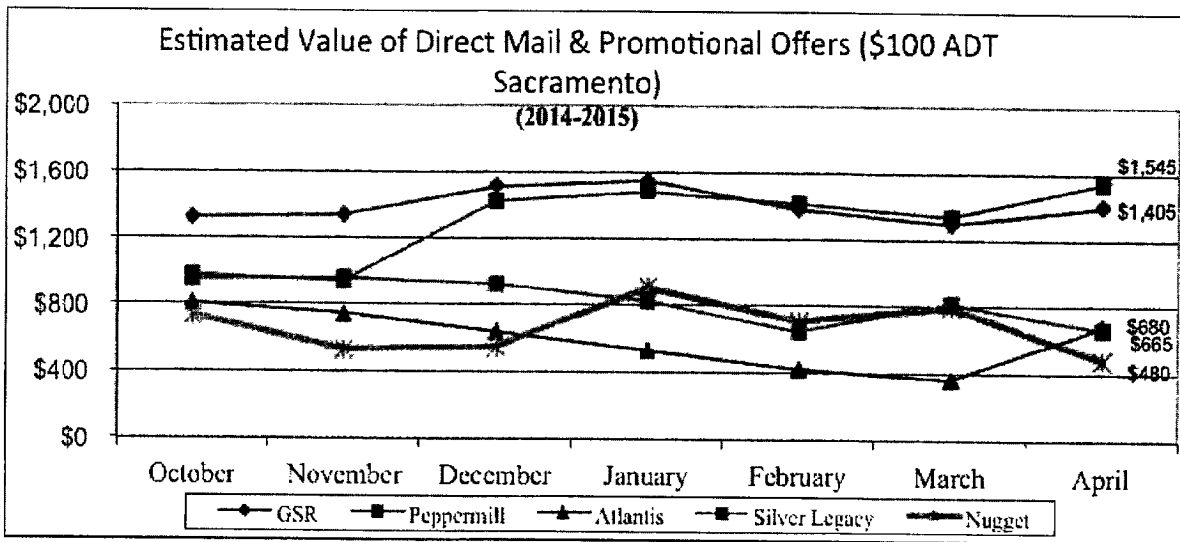
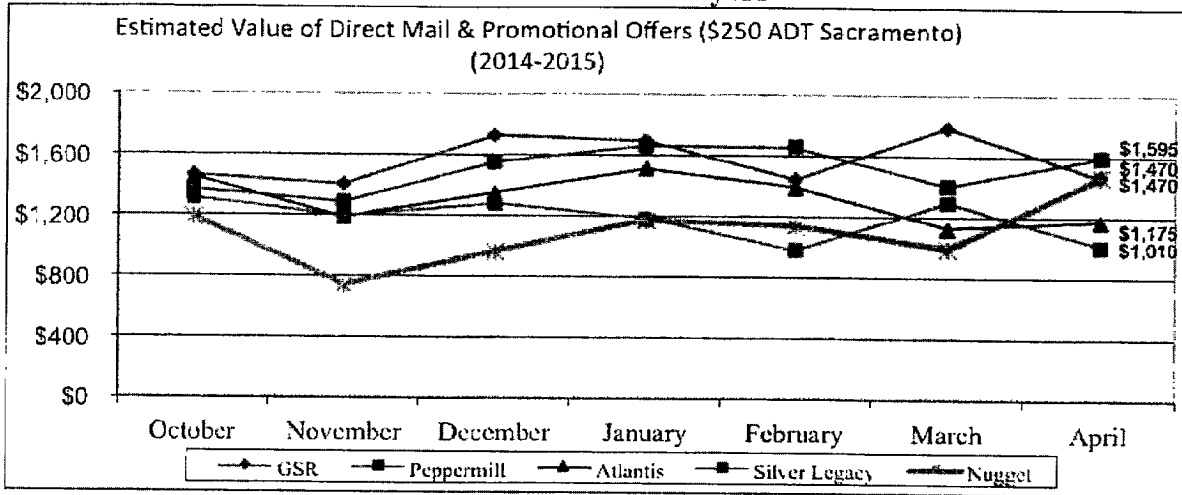
Trends of value of Direct Mail Offers & Promotions Received:

The graphs on the following pages highlights the trends seen in regards to the overall perceived/estimated direct mail & promotional offers value being received by the Reno and Sacramento area slot players over the past seven months.

Reno Slot Players



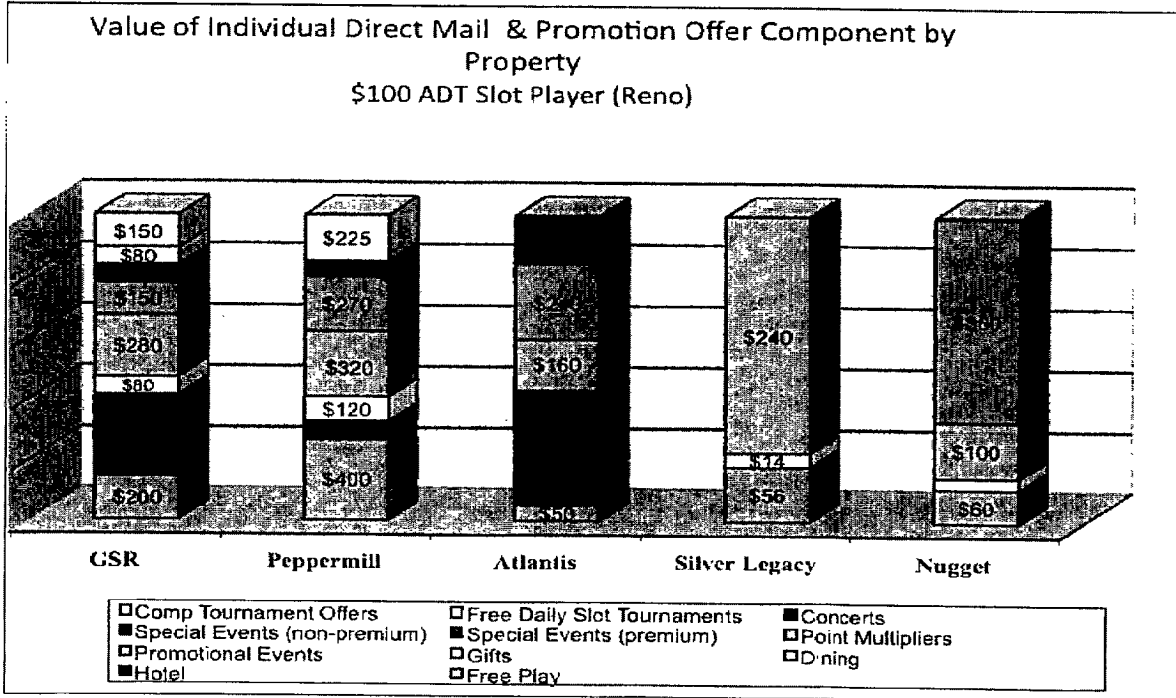
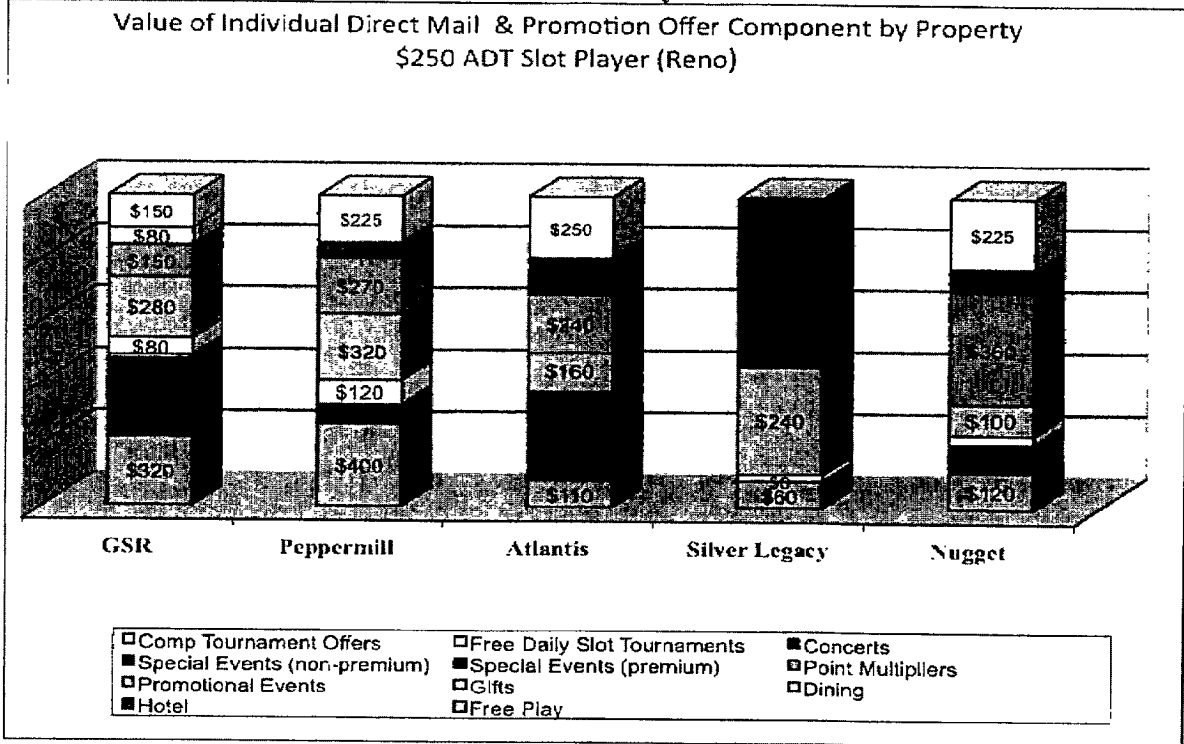
Sacramento Slot Players



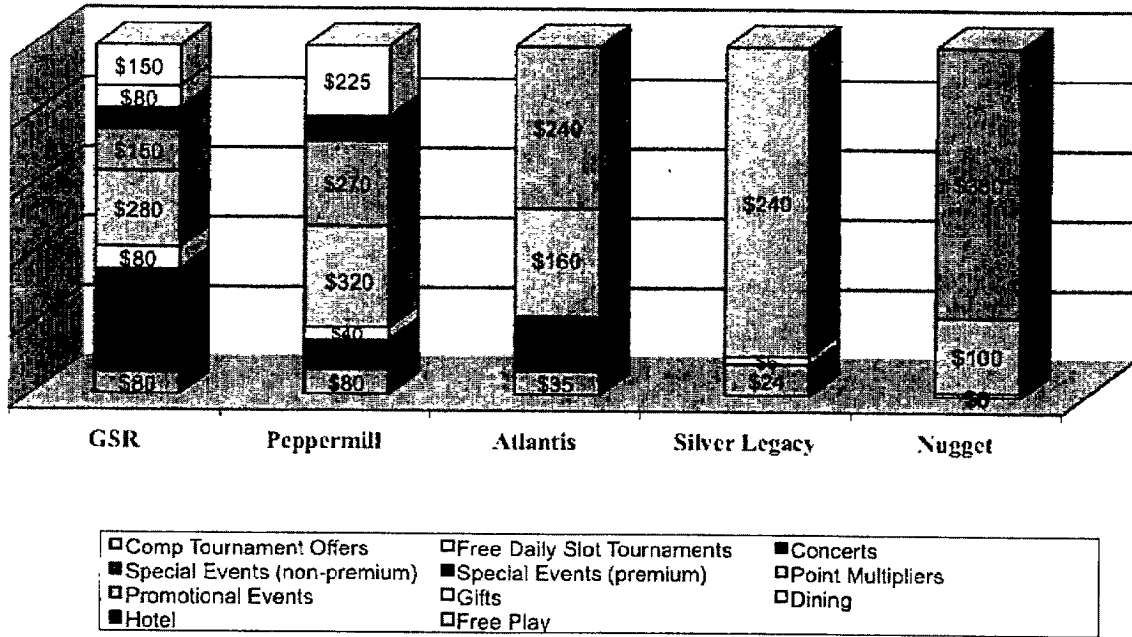
Comparison of Individual Reward Components Offered:

The graphs on the following pages compare the reward components that were included in the April direct mail & promotional offers received by the Reno and Sacramento area slot players. The relative importance of each reward component to each casino as well as the diversity of reward components or lack of diversity can be seen in this format.

Reno Slot Players

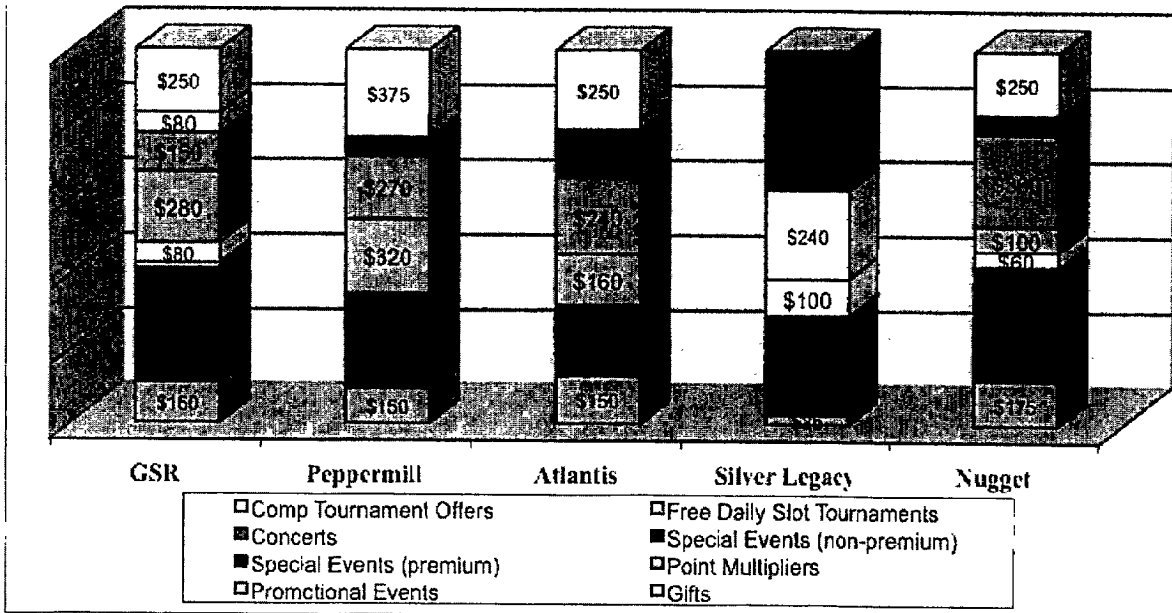


Value of Individual Direct Mail & Promotion Offer Component by Property
\$50 ADT Slot Player (Reno)

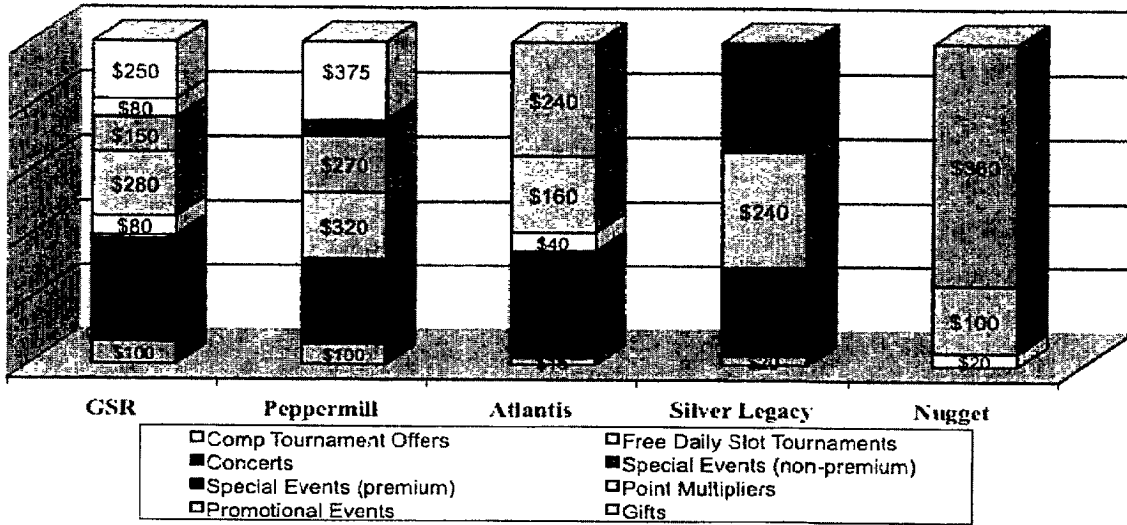


Sacramento Slot Players

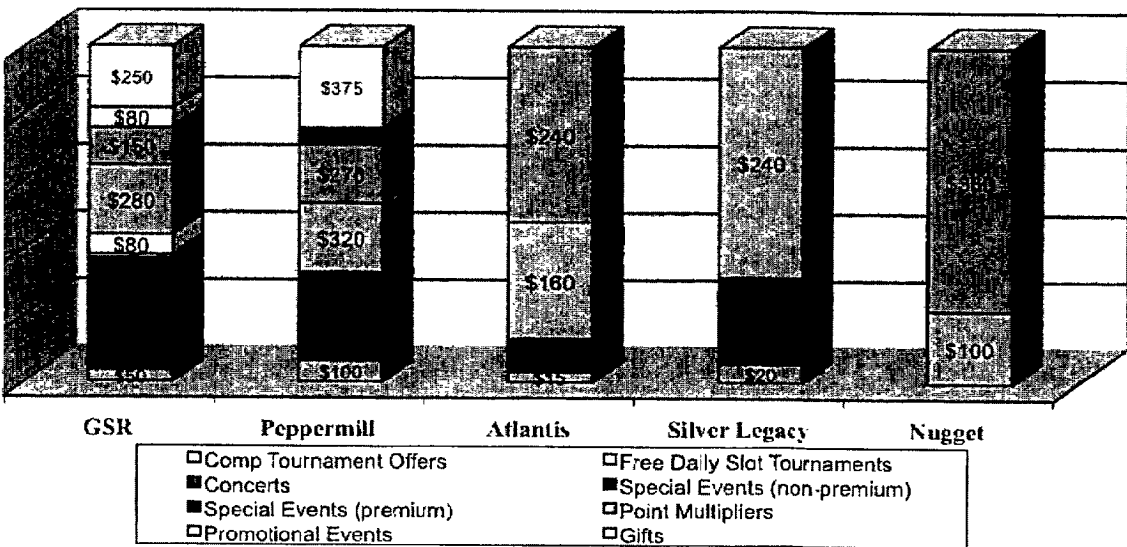
Value of Individual Direct Mail & Promotion Offer Component by Property
\$250 ADT Slot Player (Sacramento)



Value of Individual Direct Mail & Promotion Offer Component by Property
\$100 ADT Slot Player (Sacramento)



Value of Individual Direct Mail & Promotion Offer Component by Property
\$50 ADT Slot Player (Sacramento)



Any questions you may have regarding the information contained in this report, please feel free to contact me at any time.

John Stone
CDC Consulting
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Email:

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john.stone@compdance.com


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Peppermill \$100 and \$50 ADT non-local "Sweepstakes offer":

THIRTY THOUSAND DOLLARS

\$30,000

SUPER SWEEPSTAKES WEEKEND



Dear Phyllis,

Please join us April 10 and 11 for our **\$30,000 Sweepstakes Weekend!** Earn 1 entry for every tier point you earn Friday, April 10th and Saturday, April 11th. The more you play the better your chance is to win! Swipe your card at a kiosk on Friday to receive 1,000 bonus drawing tickets.

And to top it all off you will also earn **5X Comp Dollars** by playing your favorite slots both Friday and Saturday! Over 90 winners will walk away with a share of \$30,000 in Cash and Free play with a Grand Prize of \$5,000 in Cash!

Friday, April 10th

- 4pm - Swipe your card at a Kiosk to receive your 1,000 Bonus Tickets and Start depositing your Drawing Tickets!*
- 8pm & 10pm - Cash and Free Play Drawings, \$5,000 Grand Prize!

Saturday, April 11th

- 4pm - Start depositing your Drawing Tickets!*
- 8pm & 10pm - Cash and Free Play Drawings, \$5,000 Grand Prize!

While you're here, enjoy two free nights in a Peppermill Tower room April 10 - 11, 2015. Also, you will receive \$50 in Slot Free Play to redeem anytime Friday, April 10th or Saturday, April 11th at the Passport Rewards Center.

To reserve your offer, call 800-648-5555 or 775-689-7145 and mention code E415552.

We look forward to seeing you for this exciting giveaway weekend!

Sincerely,

Aaron Robyns
Executive Director of Marketing

*To receive 1,000 bonus drawing tickets, you must deposit your 1,000 bonus drawing tickets at the kiosk. A valid Passport Rewards Card is required. The sweepstakes ends on April 11, 2015. All drawings will be held on April 11, 2015. The grand prize is \$5,000 in cash. The grand prize is not redeemable for cash. The grand prize is not transferable. The grand prize is not taxable. The grand prize is not subject to federal income tax. The grand prize is not subject to state income tax. The grand prize is not subject to local income tax. The grand prize is not subject to any other taxes. The grand prize is not subject to any other conditions. The grand prize is not subject to any other restrictions. The grand prize is not subject to any other limitations. The grand prize is not subject to any other terms. The grand prize is not subject to any other conditions. The grand prize is not subject to any other restrictions. The grand prize is not subject to any other limitations. The grand prize is not subject to any other terms.

PEPPERMILL
RENO

5 Play your favorite slots and earn 5X Comp Dollars!
Friday and Saturday, April 10 - 11, 2015

Nugget \$100 ADT non-local "Monthly Mailer":

<p>EARN UP TO \$60 IN FREE SLOT PLAY!</p> <p>PLAY YOUR FAVORITE GAMES 4/1-4/29/15. EARN QUALIFIED BASE POINTS TO RECEIVE UP TO \$60 IN FREE SLOT PLAY VALID THROUGH 4/30/15. (OFFER VALID ONCE 4/1/15-4/29/15)</p> <p>EARN 100 POINTS GET \$5 FREE SLOT PLAY EARN 250 POINTS GET \$10 FREE SLOT PLAY FOR A TOTAL OF \$15 EARN 500 POINTS GET \$15 FREE SLOT PLAY FOR A TOTAL OF \$30 EARN 1,000 POINTS GET \$30 FREE SLOT PLAY FOR A TOTAL OF \$60</p> <p>SWIPE CLUB CARD AT THE PROMOTIONS KIOSK TO REDEEM.</p>	<p>PICK A DATE, GET A RATE!</p> <p>SPECIAL ROOM RATES AVAILABLE FOR UP TO 2 CONSECUTIVE HOTEL NIGHTS VALID IN THE WEST TOWER, FOR MULTIPLE REDEMPTIONS, ALL MONTH LONG (4/1/15-4/30/15) SUBJECT TO AVAILABILITY. MINIMUM 5 DAYS REQUIRED BETWEEN STAYS. COME TAKE ADVANTAGE OF THE BEST HOTEL RATES WE HAVE TO OFFER. CALL NOW FOR ROOM RATES AND AVAILABILITY! 1-800-648-1177</p> <p>CALL FOR ROOM RATE OFFERS!</p> <p>CODE: DA4HR5F</p>								
<p>NUGGET ADVANTAGE REWARDS ANNUAL TIER RENEWAL COMING MAY 2015!</p> <table border="1"> <tr> <td>GOLD SEEKER</td> <td>1-499 TIER CREDITS</td> </tr> <tr> <td>14 KARAT</td> <td>500-9,999 TIER CREDITS</td> </tr> <tr> <td>18 KARAT</td> <td>10,000-99,999 TIER CREDITS</td> </tr> <tr> <td>24 KARAT</td> <td>100,000+ TIER CREDITS</td> </tr> </table> <p>YOUR TIER SCORE AS OF 2/15/15 10,342</p> <p><small>Tier Score listed may not reflect current balance</small></p>	GOLD SEEKER	1-499 TIER CREDITS	14 KARAT	500-9,999 TIER CREDITS	18 KARAT	10,000-99,999 TIER CREDITS	24 KARAT	100,000+ TIER CREDITS	<p>\$20 TOTAL DINING CREDITS</p> <p>\$10 VALID APRIL 7-13, 2015 \$10 VALID APRIL 20-24, 2015</p> <p>VALID AT ANY NUGGET RESTAURANT (DINE-IN ONLY). PRESENT CLUB CARD & PHOTO ID TO CASHIER TO REDEEM DINING CREDITS.</p>
GOLD SEEKER	1-499 TIER CREDITS								
14 KARAT	500-9,999 TIER CREDITS								
18 KARAT	10,000-99,999 TIER CREDITS								
24 KARAT	100,000+ TIER CREDITS								

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$250 ADT Reno slot player**

	GSR	Peppermill	Atlantis
Free Play	\$40 free slot play (valid April 3-4) \$40 free slot play (valid April 6-8) \$40 free slot play (valid April 10-11) \$40 free slot play (valid April 13-15) \$40 free slot play (valid April 17-18) \$40 free slot play (valid April 20-22) \$40 free slot play (valid April 24-25) \$40 free slot play (valid April 27-29)	\$50 free slot play (valid Mar 31-Apr 2) \$50 free slot play (valid Apr 7-10) \$50 free slot play (valid Apr 11) \$50 free slot play (valid Apr 14-17) \$50 free slot play (valid Apr 18) \$50 free slot play (valid Apr 21-24) \$50 free slot play (valid Apr 25) \$50 free slot play (valid Apr 28-30)	\$20 Free Play (Apr 8-9) \$25-\$500 Free Play (Apr 11) \$20 Free Play (Apr 13-15) \$25-\$500 Free Play (Apr 18) \$20 Free Play (Apr 22-23)
Hotel (\$45 per night value)	(2) Free nights - any day - April 1-30 Multiple stays allowed (7 days between trips) up to (8) nights \$3320	(2) Free nights any day - April 1-30 Tuscan Tower Suite \$400	(2) Free nights - any day - Apr 1-30 Deluxe Tower Valid each week - up to (8) nights \$170
Dining	\$15 Dining Credit - Sunday-Friday - April 1-30 \$360	\$30 Dining Credit (Mondays-April 6, 13, 20 & 27) \$90	Valid each week - up to (8) nights \$360
Gifts/Other (\$40-\$20 per kit)	\$15 31 Piece Roadside Car Kit (Apr 5) Nylon Auto Console (Apr 12) All purpose Blanket (Apr 19) Traveler Auto Set (Apr 26)	\$120	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (April 6 & 27) \$30,000 Break the Bank Drawings \$60,000 Table Games Blowout (April 1-June 28) \$280	Tesla Giveaway (Through June 6) Points for Free Play Exchange Days (every Thursday) \$70k Super Charged Sunday (April 19) 4x "Tier" Points (Every Wednesday) \$0	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p) SuperMan Slot Perry (April 10-11) \$0
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday) \$280	5x Points (April 10-11) 7x Points (April 3-4) 4x Points (every Wednesday) \$320	4x Points (Apr 3 & 24) 5X Points (April 10 & 17) 4x Points (Reels) (Apr 5 & 19) 2x, 3x, 4x (April 7 & 21) \$160
Premium Events (\$150 per event)	\$150	\$270	Man in Paradise (April 4) \$240
Non Premium Events (\$75 per event)	\$0	Super Sweepstakes (April 10-11) \$0	\$150
Concert Offers	\$0	\$75	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday) \$80 \$35,000 Jumpin Jackpots Slot Tourney (Apr 3-5) Double Play Slot Tournament (April 26-28)	\$0 Rouncing Bunny Bucks Slot Tourney (Apr 5-6) Triple Header Slot Tournament (Apr 19-20) Strike it Rich Slot Tournament (April 26-27)	\$0 \$40,000 Blooming Bucks Slot Tournament (April 12-13) \$50,000 Back to the Eighties Slot Tournament (April 26-27)
Total	\$1,435	\$1,270	\$1,270

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$250 ADT Reno slot player**

	Silver Legacy	Nugget
Free Play	\$15 Free Play (Apr 6) \$15 Free Play (Apr 13) \$15 Free Play (Apr 20) \$15 Free Play (Apr 27)	\$30 Free play (Apr 1-7) \$30 Free play (Apr 8-11) \$30 Free play (Apr 14-18) \$30 Free play (Apr 21-29)
Hotel (\$45 per night value)	\$60	\$120
		(1) free night April 1-14 (1) free night April 16-30
Dining	\$15 Resort Credit (Apr 1-31)	\$15 Dining Credit (Apr 6-10) \$15 Dining Credit (Apr 27-May 1)
Gifts/Other (\$40/\$20 per gift)	\$15	\$30
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	\$0	\$0
	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Cash with Soul (through June 28) Points to Free Play (Friday's)	\$15,000 Grand Slam Slot Series (April 12-26) \$1,000 Weekly Video Poker Tournaments (Tuesdays)
Point Multipliers	\$240	\$100
Premium Events (\$150 per event)	\$0	\$360
Non Premium Events (\$75 per event)	\$0	\$0
	Spring Asian Dinner (April 4) Easter Bunny Brunch (April 5)	4x Points (April 7 & 28) 3x Points (Apr 8, 13, 15, 20, 22 & 29) 2x Points (Apr 5, 16, 23 & 30)
Concert Offers	\$150	\$0
	The Sing Off (April 10) - (2) free tickets Good Fellas Party (April 18) - (2) free tickets Nick Offerman & Megan Mullally (April 25) - (2) free tickets	Blood, Sweat & Tears (April 11)
Free Tournaments (\$20 per day offered)	\$225	\$75
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0	\$0
		\$10,000 VIP Party Bingo (April 4) \$40,000 Dream Team Host Tournament (April 17-19)
Total	Highly Confidential. For Attorneys' Eyes Only.	\$1,000

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$100 ADT Reno slot player**

	GSR	Peppermill	Atlantis
Free Play	\$25 free slot play (valid April 3-4) \$25 free slot play (valid April 6-8) \$25 free slot play (valid April 10-11) \$25 free slot play (valid April 13-15) \$25 free slot play (valid April 17-18) \$25 free slot play (valid April 20-22) \$25 free slot play (valid April 24-25) \$25 free slot play (valid April 27-29)	\$50 free slot play (valid Mar 31-Apr 2) \$50 free slot play (valid Apr 7-10) \$50 free slot play (valid Apr 11) \$50 free slot play (valid Apr 14-17) \$50 free slot play (valid Apr 18) \$50 free slot play (valid Apr 21-24) \$50 free slot play (valid Apr 25) \$50 free slot play (valid Apr 28-30)	\$10 Free Play (Apr 8-9) \$15-\$200 Free Play (Apr 11) \$10 Free Play (Apr 13-15) \$15-\$200 Free Play (Apr 18) \$10 Free Play (Apr 22-23)
Hotel (\$45 per night value)	(2) Free nights - any day - Apr 1-30 Multiple stays allowed (7 days between trips) up to (8) nights	(2) Free nights - any day - Mar 1-31 Tuscan Tower Suite	(2) Free nights - any day - Apr 1-30 Deluxe Tower Valid each week - up to (8) nights
Dining	\$10 Dining Credit - Sunday-Friday - Apr 1-30	\$30 Dining Credit (Mondays-April 6, 13, 20 & 27)	\$360
Gifts/Other (\$40 \$20 per gift)	\$10 31 Piece Roadside Car Kit (Apr 5) Nylon Auto Console (Apr 12) All purpose Blanket (Apr 19) Traveler Auto Set (Apr 26)	\$120	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities (i.e. random progressives)	\$80 Free Play Fridays (every Friday) \$5 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (April 6 & 27) \$30,000 Break the Bank Drawings \$60,000 Table Games Blowout (April 1 June 28)	\$0 Tesla Giveaway (Through June 6) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (April 19) 4x "Tier" Points (Every Wednesday)	\$0 Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p) SuperMan Slot Party (April 10-11)
Point Multipliers (\$30 per day)	\$280 2x, 3x, 5x, 7x Points (Every Thursday)	\$320 5x Points (April 10-11) 7x Points (Apr 13-4) 4x Points (every Wednesday)	\$160 4x Points (Apr 3 & 24) 5x points (April 10 & 17) 4x Points (Recess) (Apr 5 & 19) 2x, 3x, 4x (April 7 & 21)
Premium Events (\$150 per event)	\$150	\$270	\$240 Lunau in Paradise (April 4)
Non Premium Events (\$75 per event)	\$0	\$0	\$150
Concert Offers	\$75	\$75	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$80 \$33,000 Jumpin' Jackpot Slot Tourney (Apr 3-5) Double Play Slot Tournament (April 7-6-28)	\$0 Bouncing Bunny Bucks Slot Tourney (Apr 5-6) Triple Header Slot Tournament (Apr 19-20) Strike it Rich Slot Tournament (April 26-27)	\$0
Total	\$1,385	Highly Confidential. For Attorneys' Eyes Only. \$725	\$960

GSR018350

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$100 ADT Reno slot player**

	Silver Legacy	Nugget
Free Play	\$14 Free Play (Apr 6) \$14 Free Play (Apr 13) \$14 Free Play (Apr 20) \$14 Free Play (Apr 27)	\$15 Free play (Apr 1-7) \$15 Free play (Apr 8-11) \$15 Free play (Apr 14-18) \$15 Free play (Apr 21-29)
Hotel (\$45 per night value)	\$56	\$60
Dining	\$14 Resort Credit (Apr 1-31)	\$10 Dining Credit (Apr 6-10) \$10 Dining Credit (Apr 27-May 1)
Gifts/Other (\$40/\$20 per gift)	\$14	\$20
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Cash with Soul (through June 28) Points to Free Play (Friday's)	\$15,000 Grand Slam Slot Series (April 12-26) \$1,000 Weekly Video Poker Tournaments (Tuesdays)
Point Multipliers	\$240	\$100
Premium Events (\$150 per event)	\$0	\$360
Non Premium Events (\$75 per event)	\$0	\$0
Concert Offers	\$0	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0	\$10,000 VIP Party Bingo (April 4) \$125
Total	Highly Confidential. For Attorneys' Eyes Only.	\$665

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$50 ADT Reno slot player**

	GSR	Peppermill	Atlantis
Free Play	\$10 free slot play (valid April 3-4) \$10 free slot play (valid April 6-8) \$10 free slot play (valid April 10-11) \$10 free slot play (valid April 13-15) \$10 free slot play (valid April 17-18) \$10 free slot play (valid April 20-22) \$10 free slot play (valid April 24-25) \$10 free slot play (valid April 27-29)	\$10 free slot play (valid Mar 31 - Apr 2) \$10 free slot play (valid Apr 7-10) \$10 free slot play (valid Apr 11) \$10 free slot play (valid Apr 14-17) \$10 free slot play (valid Apr 18) \$10 free slot play (valid Apr 21-24) \$10 free slot play (valid Apr 25) \$10 free slot play (valid Apr 28-30)	\$5 Free Play (Apr 8-9) \$10-\$100 Free Play (Apr 11) \$5 Free Play (Apr 13-15) \$10 \$100 Free Play (Apr 18) \$5 Free Play (Apr 22-23)
Hotel (\$45 per night value)	(2) Free nights - any day - Apr 1-30 Multiple stays allowed (7 days between trips) up to (8) nights \$360	(2) Free nights - Sunday - Thursday - April 1-30 Peppermill Tower Room \$90	2-1 room nights - Sunday - Thursday - Apr 1-30 Deluxe Tower Valid each week - up to (8) nights: \$80
Dining	2-1 Buffet - any day - Apr 1-30 \$10	\$10 Dining Credit (Mondays April 6, 13, 20 & 27) \$40	\$0
Gifts/Other (\$40/\$20 per gift)	31 Piece Roadside Car Kit (Apr 5) Nylon Auto Console (Apr 12) All purpose Blanket (Apr 19) Traveler Auto Set (Apr 26)	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) \$5 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (April 6 & 27) \$30,000 Break the Bank Drawings \$60,000 Table Games Blowout (April 1 - June 28)	Tesla Giveaway (Through June 6) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (April 19) 4x "Tier" Points (Every Wednesday)	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p) SuperMan Slot Party (April 10 11)
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday) \$280	5x Points (April 10-11) 7x Points (April 1-4) 4x Points (every Wednesday)	4x Points (Apr 3 & 24) 5X points (April 10 & 17) 4x Points (Reels) (Apr 5 & 19) 2x, 3x, 4x (April 7 & 21)
Premium Events (\$150 per event)	\$150	Super Sweepstakes (April 10-11) \$0	\$240
Non Premium Events (\$75 per event)	Grand Hoops Party (Mar 19-20) \$75	\$0	\$0
Concert Offers	\$0	\$75	\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday)	\$0	\$0
Invitational Tournaments (\$75 event only (\$125 event & hotel)	\$150	Bouncing Bunny Bucks Slot Tourney (Apr 5-6) Triple Header Slot Tournament (Apr 19-20) Strike it Rich Slot Tournament (April 26-27)	\$0
Total	\$1,265	Highly Confidential. For Attorneys' Eyes Only.	\$515

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$50 ADT Reno slot player**

	Silver Legacy	Nugget
Free Play	\$6 Free Play (Apr 6) \$6 Free Play (Apr 13) \$6 Free Play (Apr 20) \$6 Free Play (Apr 27)	
Hotel (\$45 per night value)	\$24	\$0
Dining	\$6 Resort Credit (Apr 1-31)	\$5 Dining Credit (Apr 1-30)
Gifts/Other (\$40/\$20 per gift)	\$6	\$5
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Cash with Soul (through June 28) Points to Free Play (Friday's)	\$15,000 Grand Slam Slot Series (April 12-26) \$1,000 Weekly Video Poker Tournaments (Tuesdays)
Point Multipliers	\$240	\$100
Premium Events (\$150 per event)	\$0	4x Points (April 7 & 28) 3x Points (Apr 8,13,15,20,22 & 29) 2x Points (Apr 5,16, 23 & 30)
Non Premium Events (\$75 per event)	\$0	\$360
Concert Offers	\$0	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0	\$0
Total	\$270	\$465

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$250 ADT Sacramento slot player**

	CSR	Peppermill	Atlantis
Free Play	\$80 Free Play (Apr 2-14) \$80 Free Play (Apr 16-20)	\$75 Free Play (April 2-28) \$75 Free Play (April 10-11)	\$50 Free Play (Apr 2-28) \$50-\$500 Free Play (April 11) \$50 Free Play (Apr 18)
Hotel (\$45 per night value)	(2) Free nights - any day - Apr 1-30 Multiple stays allowed (3 days between trips)	(3) free nights - April 1-30 (2) free nights - April 3-4 (2) free nights - April 10-11	(2) free nights - Apr 1-30 (3) free nights - Apr 10-12 (2) free nights - Apr 17-19
Dining	\$20 Dining Credit - Apr 1-30	\$405	\$225
Gifts/Other (\$40/\$20 per gift)	31 Piece Roadside Car Kit (Apr 5) Nylon Airin Console (Apr 12) All purpose Blanket (Apr 19) Traveler Auto Set (Apr 26)	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (April 6 & 27) \$30,000 Break the Bank Drawings \$60,000 Table Games Blowout (April 1-June 28)	Tesla Giveaway (1 through June 6) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (April 19) 4x "Tier" Points (Every Wednesday)	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1.3.5p) SuperMan Slot Party (April 10-11)
Point Multipliers (\$50 per day)	2x, 3x, 5x, 7x Points (Every Thursday)	5x Points (April 10-11) 7x Points (April 3-4) 4x Points (every Wednesday)	4x Points (Apr 3 & 24) 5x points (April 10 & 17) 4x Points (Needs) (Apr 5 & 19) 2x, 3x, 4x (April 7 & 21)
Premium Events (\$150 per event)	\$150	\$270	\$240
Non Premium Events (\$75 per event)	\$0	\$0	\$150
Concert Offers	\$0	\$75	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$35,000 Jumpin' Jackpot Slot Tourney (Apr 3-5) Double Play Slot Tournament (April 26-28)	Bouncing Bunny Bucks Slot Tourney (Apr 5-6) Triple Header Slot Tournament (Apr 19-20) Strike it Rich Slot Tournament (April 26-27)	\$40,000 Rlooming Bucks Slot Tournament (April 12-13) \$50,000 Back to the Eighties Slot Tournament (Apr 26-27)
Total	\$1,470	\$1,595	\$1,175

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$250 ADT Sacramento slot player**

	Silver Legacy	Nugget
Free Play	\$25 Free Play (Apr 1-30)	\$35 Free play (Apr 1-7) \$35 Free play (Apr 8-16) \$35 Free play (Apr 20-24) \$35 Free play (Apr 25) \$35 Free play (Apr 27 - May 1)
Hotel (\$45 per night value)	\$25 (3) free nights - any day - Apr 1-30 (2) free nights (April 3-4) (2) free nights - through April 30	(2) Free nights - any day - Apr 1-30 Multiple stays allowed (5 days between trips) (10 Nights)
Dining	\$270 \$100 Resort Credit (Apr 1-30)	\$450 \$30 Dining Credit (Apr 7-13) \$30 Dining Credit (Apr 20-24)
Gifts/Other (\$40/\$20 per gift)	\$100	\$60
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	\$0 Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Cash with Soul (through June 28) Points to Free Play (Friday's)	\$0 \$15,000 Grand Siam Slot Series (April 12-26) \$1,000 Weekly Video Poker Tournaments (Tuesdays)
Point Multipliers (\$30 per day)	\$240	\$100 4x Points (April 7 & 28) 3x Points (Apr 8, 13, 15, 20, 22 & 29) 2x Points (Apr 5, 16, 23 & 30)
Premium Events (\$150 per event)	\$0	\$360
Non Premium Events (\$75 per event)	\$0 Spring Asian Dinner (April 4) Easter Bunny Brunch (April 5)	\$0
Concert Offers (\$75 per event)	\$150 The Sing Off (April 10) (2) free tickets Good Fellas Party (April 18) - (2) free tickets Nick Offerman & Megan Mullally (April 25) - (2) free tickets	\$0 Blood, Sweat & Tears (April 11)
Free Tournaments (\$20 per day offered)	\$225	\$75
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0	\$0 \$10,000 VIP Party Bingo (April 4) \$40,000 Dream Team Slot Tournmy (April 17-19)
Total	\$0	\$250
	Highly Confidential. For Attorneys' Eyes Only.	
		\$1,470

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$100 ADT Sacramento slot player**

	GSR	Peppermill	Atlantis
Free Play	\$50 Free Play (Apr 2-14) \$50 Free Play (Apr 16-29)	\$50 Free Play (April 2-28) \$50 Free Play (April 10-11)	\$15 Free Play (April 2-28)
Hotel (\$45 per night value)	\$100 (2) Free nights - any day - Apr 1-30 Multiple stays allowed (3 days between trips)	\$100 (3) free nights - April 1-30 (2) free nights - April 3-4 (2) free nights - April 10-11	\$15 (1) Free Night - April 1-30 Monday - Thursday (2) free nights - April 5-9 (2) free nights - April 19-23
Dining	\$450 \$15 Dining Credit Apr 1-30	\$405	\$225 (2) free Buffets (April 19-23)
Gifts/Other (\$40 \$20 per gift)	\$15 31 Piece Roadside Car Kit (Apr 5) Nylon Auto Console (Apr 12) All purpose Blanket (Apr 19) Traveler Auto Set (Apr 26)	\$0	\$40
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	\$80 Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (April 6 & 27) \$30,000 Break the Bank Drawings \$60,000 Table Games Blowout (April 1-June 28)	\$0	\$0 Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p) SuperMan Slot Party (April 10-11)
Point Multipliers (\$30 per day)	\$280 2x, 3x, 5x, 7x Points (Every Thursday)	\$320	\$160 4x Points (Apr 3 & 24) 5x points (April 10 & 17) 4x Points (Reels) (Apr 5 & 19) 2x, 3x, 4x (April 7 & 21)
Premium Events (\$150 per event)	\$150	\$270	\$240
Non Premium Events (\$75 per event)	\$0	\$0	\$0
Concert Offers	\$0	\$75	\$0
Free Tournaments (\$20 per day offered)	\$0 \$5,000 Lucky Slot Tourney (each Tuesday)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$80 \$35,000 Jumpin' Jackpot Slot Tourney (Apr 3-5) Double Play Slot Tournament (April 26-28)	\$0	\$0 Bouncing Bunny Bucks Slot Tourney (Apr 5-6) Triple Header Slot Tournament (Apr 19-20) Strike it Rich Slot Tournament (April 26-27)
Total	\$1,405	\$1,545	\$0 \$680

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**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$100 ADT Sacramento slot player**

	Silver Legacy	Nugget
Free Play	\$20 Free Play (Apr 1-30)	
Hotel (\$45 per night value)	(2) free nights - any day - April 1-30 (2) free nights - April 3-4 \$20 \$180	\$0
Dining	\$0	\$10 Dining Credit (Apr 7-13) \$10 Dining Credit (Apr 20-24) \$20
Gifts/Other (\$40/\$20 per gift)	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e.random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Cash with Soul (through June 28) Points to Free Play (Friday's) \$240	\$15,000 Grand Slam Slot Series (April 12-26) \$1,000 Weekly Video Poker Tournaments (Tuesdays) \$0
Point Multipliers	\$0	4x Points (April 7 & 28) 3x Points (Apr 8, 13, 15, 20, 22 & 29) 2x Points (Apr 5, 16, 23 & 30) \$100
Premium Events (\$150 per event)	\$0	\$360
Non Premium Events	Easter Bunny Brunch (April 5)	\$0
Concert Offers (\$75 per event)	\$75	\$0
Free Tournaments (\$20 per day offered)	The Sing Off (April 10) - (2) free tickets Nick Offerman & Megan Mullally (April 25) - (2) free tickets \$150	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0	\$0
Total		Highly Confidential. For Attorneys' Eyes Only. \$480

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$50 ADT Sacramento slot player**

	CSR	Peppermill	Affinity
Free Play	\$25 Free Play (Apr 2-14) \$25 Free Play (Apr 16-29)	\$50 Free Play (Apr 2-28) \$50 Free Play (Apr 10-11)	\$15 Free Play (Apr 2-28)
Hotel (\$45 per night value)	\$50 (2) Free nights - any day - Apr 1-30 Multiple stays allowed (3 days between trips)	\$100 (3) free nights - April 1-30 (2) free nights - April 3-4 (2) free nights - April 10-11	\$15 (1) Free Night - April 1-30 Monday - Thursday
Dining	\$450 2-1 Buffet - any day - Apr 1-30	\$405	\$45
Gifts/Other (\$10/\$20 per gift)	\$15 31 Piece Roadside Car Kit (Apr 5) Nylon Auto Console (Apr 12) All purpose Blanket (Apr 19) Traveler Auto Set (Apr 26)	\$0	\$0
Promotion Events (\$40 per event) (\$50 per week for daily promotional activities (i.e. random progressives))	\$60 Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (April 6 & 27) \$30,000 Break the Bank Drawings \$60,000 Table Games Blowout (April 1-June 28)	\$0 Tesla Giveaway (Through June 6) Points for Free Play Exchange Days (every Thursday) \$20K Super Charged Sunday (April 19) 4x "Tiet" Points (Every Wednesday)	\$0 Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1-3,5p) SuperMan Slot Party (April 10-11)
Point Multipliers (\$30 per day)	\$280 2x, 3x, 5x, 7x Points (Every Thursday)	\$320 5x Points (April 10-11) 7x Points (Apr 3-4) 4x Points (every Wednesday)	\$160 4x Points (Apr 3 & 24) 5X points (April 10 & 17) 4x Points (Reels) (Apr. 5 & 19) 2x, 3x, 4x (April 7 & 21)
Premium Events (\$150 per event)	\$150	\$270	\$240
Non Premium Events (\$75 per event)	\$0	\$0	\$0
Concert Offers	\$0	\$75	\$0
Free Tournaments (\$20 per day offered)	\$0 \$5,000 Lucky Slot Tourney (each Tuesday)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$80 \$35,000 Jumpin' Jackpot Slot Tourney (Apr 3-5) Double Play Slot Tournament (Apr 26-28)	\$0 Bouncing Bunny Bucks Slot Tourney (Apr 5-6) Triple Header Slot Tournament (Apr 19-20) Strike it Rich Slot Tournament (Apr 26-27)	\$0
Total	\$1,355	\$1,545	\$460

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(April 2015)
\$50 ADT Sacramento slot player**

	Silver Legacy	Nugget
Free Play	\$20 Free Play (Apr 1-30)	
Hotel (\$45 per night value)	\$20 (2) free nights - any day - Apr 1-30	\$0
Dining	\$90	\$0
Gifts/Other (\$40/\$20 per gift)	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Cash with Soul (through June 28) Points to Free Play (Friday's)	\$15,000 Grand Slam Slot Series (April 12-26) \$1,000 Weekly Video Poker Tournaments (Tuesdays)
Point Multipliers	\$240	\$100
Premium Events (\$150 per event)	\$0	4x Points (April 7 & 28) 3x Points (Apr 8, 13, 15, 20, 22 & 29) 2x Points (Apr 5, 16, 23 & 30)
Non Premium Events (\$75 per event)	\$0	\$360
Concert Offers (\$75 per event)	\$0	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0	\$0
Total	\$350	\$460

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\$750 ADT Slot Player
Reno

Direct Mail Free Slot Play Offers Received

	February			March			April			5th Week
	1st Week	2nd Week	3rd Week	4th Week	5th Week	6th Week	7th Week	8th Week	9th Week	10th Week
CSR	\$40 Free Play Mon-Wed (Feb 2-4)	\$40 Free Play Mon-Wed (Feb 15-17)	\$40 Free Play Mon-Wed (Feb 22-24)	\$40 Free Play Mon-Wed (Mar 1-3)	\$40 Free Play Mon-Wed (Mar 8-10)	\$40 Free Play Mon-Wed (Mar 15-17)	\$40 Free Play Mon-Wed (Mar 22-24)	\$40 Free Play Mon-Wed (Mar 29-31)	\$40 Free Play Mon-Wed (Apr 5-7)	\$40 Free Play Mon-Wed (Apr 12-14)
Proppriell	\$50 Free Play Tue-Thu (Feb 5-7)	\$50 Free Play Tue-Thu (Feb 12-14)	\$50 Free Play Tue-Thu (Feb 19-21)	\$50 Free Play Tue-Thu (Feb 26-28)	\$50 Free Play Tue-Thu (Mar 5-7)	\$50 Free Play Tue-Thu (Mar 12-14)	\$50 Free Play Tue-Thu (Mar 19-21)	\$50 Free Play Tue-Thu (Mar 26-28)	\$50 Free Play Tue-Thu (Apr 2-4)	\$50 Free Play Tue-Thu (Apr 9-11)
Atlantic	\$20 Free Play Tue-Thu (Feb 5-7)	\$20 Free Play Tue-Thu (Feb 12-14)	\$20 Free Play Tue-Thu (Feb 19-21)	\$20 Free Play Tue-Thu (Feb 26-28)	\$20 Free Play Tue-Thu (Mar 5-7)	\$20 Free Play Tue-Thu (Mar 12-14)	\$20 Free Play Tue-Thu (Mar 19-21)	\$20 Free Play Tue-Thu (Mar 26-28)	\$20 Free Play Tue-Thu (Apr 2-4)	\$20 Free Play Tue-Thu (Apr 9-11)
Silver Legacy	\$25 Free Play Mon-Wed (Feb 2-4)	\$25 Free Play Mon-Wed (Feb 15-17)	\$25 Free Play Mon-Wed (Feb 22-24)	\$25 Free Play Mon-Wed (Mar 1-3)	\$25 Free Play Mon-Wed (Mar 8-10)	\$25 Free Play Mon-Wed (Mar 15-17)	\$25 Free Play Mon-Wed (Mar 22-24)	\$25 Free Play Mon-Wed (Mar 29-31)	\$25 Free Play Mon-Wed (Apr 5-7)	\$25 Free Play Mon-Wed (Apr 12-14)
Nogget	\$15 Free Play Mon-Wed (Feb 2-4)	\$15 Free Play Mon-Wed (Feb 15-17)	\$15 Free Play Mon-Wed (Feb 22-24)	\$15 Free Play Mon-Wed (Mar 1-3)	\$15 Free Play Mon-Wed (Mar 8-10)	\$15 Free Play Mon-Wed (Mar 15-17)	\$15 Free Play Mon-Wed (Mar 22-24)	\$15 Free Play Mon-Wed (Mar 29-31)	\$15 Free Play Mon-Wed (Apr 5-7)	\$15 Free Play Mon-Wed (Apr 12-14)

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**\$100 ADT Slot Player
Reno**

Direct Mail Free Slot Play Offers Received

	February				March				April						
	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	
CSR	\$25 Free Play Mon-Wed (Feb 2-4) (Feb 11-13)	\$25 Free Play Mon-Wed (Feb 14-16) (Feb 21-23)	\$25 Free Play Mon-Wed (Feb 24-26) (Feb 28-31)	\$25 Free Play Mon-Wed (Mar 1-3) (Mar 15-17)	\$25 Free Play Mon-Wed (Mar 18-20) (Mar 22-24)	\$25 Free Play Mon-Wed (Mar 25-27) (Mar 29-31)	\$25 Free Play Mon-Wed (Apr 1-3) (Apr 5-7)	\$25 Free Play Mon-Wed (Apr 8-10) (Apr 12-14)	\$25 Free Play Mon-Wed (Apr 15-17) (Apr 19-21)	\$25 Free Play Mon-Wed (Apr 22-24) (Apr 26-28)	\$25 Free Play Mon-Wed (Apr 29-31)	\$25 Free Play Mon-Wed (May 1-3)	\$25 Free Play Mon-Wed (May 6-8)	\$25 Free Play Mon-Wed (May 13-15)	\$25 Free Play Mon-Wed (May 20-22)
Peppercorn	\$50 Free Play Tue-Thur (Feb 15-17)	\$50 Free Play Tue-Thur (Feb 22-24)	\$50 Free Play Tue-Thur (Feb 29-31)	\$50 Free Play Tue-Thur (Mar 6-8)	\$50 Free Play Tue-Thur (Mar 13-15)	\$50 Free Play Tue-Thur (Mar 20-22)	\$50 Free Play Tue-Thur (Mar 27-29)	\$50 Free Play Tue-Thur (Apr 3-5)	\$50 Free Play Tue-Thur (Apr 10-12)	\$50 Free Play Tue-Thur (Apr 17-19)	\$50 Free Play Tue-Thur (Apr 24-26)	\$50 Free Play Tue-Thur (Apr 29-31)	\$50 Free Play Tue-Thur (May 4-6)	\$50 Free Play Tue-Thur (May 11-13)	\$50 Free Play Tue-Thur (May 18-20)
Alamo	\$10 Free Play Mon-Wed (Feb 12-14)	\$10 Free Play Mon-Wed (Feb 19-21)	\$10 Free Play Mon-Wed (Feb 26-28)	\$10 Free Play Mon-Wed (Mar 5-7)	\$10 Free Play Mon-Wed (Mar 12-14)	\$10 Free Play Mon-Wed (Mar 19-21)	\$10 Free Play Mon-Wed (Mar 26-28)	\$10 Free Play Mon-Wed (Apr 2-4)	\$10 Free Play Mon-Wed (Apr 9-11)	\$10 Free Play Mon-Wed (Apr 16-18)	\$10 Free Play Mon-Wed (Apr 23-25)	\$10 Free Play Mon-Wed (Apr 30-May 2)	\$10 Free Play Mon-Wed (May 9-11)	\$10 Free Play Mon-Wed (May 16-18)	\$10 Free Play Mon-Wed (May 23-25)
Silver Legacy	\$10 Free Play Mon-Wed (Feb 12-14)	\$10 Free Play Mon-Wed (Feb 19-21)	\$10 Free Play Mon-Wed (Feb 26-28)	\$10 Free Play Mon-Wed (Mar 5-7)	\$10 Free Play Mon-Wed (Mar 12-14)	\$10 Free Play Mon-Wed (Mar 19-21)	\$10 Free Play Mon-Wed (Mar 26-28)	\$10 Free Play Mon-Wed (Apr 2-4)	\$10 Free Play Mon-Wed (Apr 9-11)	\$10 Free Play Mon-Wed (Apr 16-18)	\$10 Free Play Mon-Wed (Apr 23-25)	\$10 Free Play Mon-Wed (Apr 30-May 2)	\$10 Free Play Mon-Wed (May 9-11)	\$10 Free Play Mon-Wed (May 16-18)	\$10 Free Play Mon-Wed (May 23-25)
Nugget	\$10 Free Play Mon-Wed (Feb 12-14)	\$10 Free Play Mon-Wed (Feb 19-21)	\$10 Free Play Mon-Wed (Feb 26-28)	\$10 Free Play Mon-Wed (Mar 5-7)	\$10 Free Play Mon-Wed (Mar 12-14)	\$10 Free Play Mon-Wed (Mar 19-21)	\$10 Free Play Mon-Wed (Mar 26-28)	\$10 Free Play Mon-Wed (Apr 2-4)	\$10 Free Play Mon-Wed (Apr 9-11)	\$10 Free Play Mon-Wed (Apr 16-18)	\$10 Free Play Mon-Wed (Apr 23-25)	\$10 Free Play Mon-Wed (Apr 30-May 2)	\$10 Free Play Mon-Wed (May 9-11)	\$10 Free Play Mon-Wed (May 16-18)	\$10 Free Play Mon-Wed (May 23-25)

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\$50 ADT Slot Player
Reno

Direct Mail Free Slot Play Offers Received

	February					March					April				
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week
2SR	\$10 Free Play Mon-Wed (Feb 24)	\$10 Free Play Mon-Wed (Feb 25-27)	\$10 Free Play Mon-Wed (Feb 28-30)	\$10 Free Play Mon-Wed (Mar 1-3)	\$10 Free Play Mon-Wed (Mar 4-6)	\$10 Free Play Mon-Wed (Mar 7-9)	\$10 Free Play Mon-Wed (Mar 10-12)	\$10 Free Play Mon-Wed (Mar 13-15)	\$10 Free Play Mon-Wed (Mar 16-18)	\$10 Free Play Mon-Wed (Mar 19-21)	\$10 Free Play Mon-Wed (Mar 22-24)	\$10 Free Play Mon-Wed (Mar 25-27)	\$10 Free Play Mon-Wed (Mar 28-30)	\$10 Free Play Mon-Wed (Apr 1-3)	\$10 Free Play Mon-Wed (Apr 4-6)
Peppermill	\$10 Free Play Tue-Thu (Feb 25-27)	\$10 Free Play Tue-Thu (Feb 28-30)	\$10 Free Play Tue-Thu (Mar 1-3)	\$10 Free Play Tue-Thu (Mar 4-6)	\$10 Free Play Tue-Thu (Mar 7-9)	\$10 Free Play Tue-Thu (Mar 10-12)	\$10 Free Play Tue-Thu (Mar 13-15)	\$10 Free Play Tue-Thu (Mar 16-18)	\$10 Free Play Tue-Thu (Mar 19-21)	\$10 Free Play Tue-Thu (Mar 22-24)	\$10 Free Play Tue-Thu (Mar 25-27)	\$10 Free Play Tue-Thu (Mar 28-30)	\$10 Free Play Tue-Thu (Apr 1-3)	\$10 Free Play Tue-Thu (Apr 4-6)	\$10 Free Play Tue-Thu (Apr 7-9)
Atlantis	\$5 Free Play Mon-Wed (Feb 24)	\$5 Free Play Tue-Thu (Feb 25-27)	\$5 Free Play Fri-Sat (Feb 28-30)	\$5 Free Play Sun-Tue (Mar 1-3)	\$5 Free Play Wed-Fri (Mar 4-6)	\$5 Free Play Sat-Sun (Mar 7-9)	\$5 Free Play Mon-Wed (Mar 10-12)	\$5 Free Play Thu-Sat (Mar 13-15)	\$5 Free Play Sun-Tue (Mar 16-18)	\$5 Free Play Wed-Fri (Mar 19-21)	\$5 Free Play Sat-Sun (Mar 22-24)	\$5 Free Play Mon-Wed (Mar 25-27)	\$5 Free Play Thu-Sat (Mar 28-30)	\$5 Free Play Sun-Tue (Apr 1-3)	\$5 Free Play Wed-Fri (Apr 4-6)
Silver Legacy	\$5 Free Play Mon-Wed (Feb 24)	\$5 Free Play Tue-Thu (Feb 25-27)	\$5 Free Play Fri-Sat (Feb 28-30)	\$5 Free Play Sun-Tue (Mar 1-3)	\$5 Free Play Wed-Fri (Mar 4-6)	\$5 Free Play Sat-Sun (Mar 7-9)	\$5 Free Play Mon-Wed (Mar 10-12)	\$5 Free Play Thu-Sat (Mar 13-15)	\$5 Free Play Sun-Tue (Mar 16-18)	\$5 Free Play Wed-Fri (Mar 19-21)	\$5 Free Play Sat-Sun (Mar 22-24)	\$5 Free Play Mon-Wed (Mar 25-27)	\$5 Free Play Thu-Sat (Mar 28-30)	\$5 Free Play Sun-Tue (Apr 1-3)	\$5 Free Play Wed-Fri (Apr 4-6)
Nugget	\$5 Free Play Mon-Wed (Feb 24)	\$5 Free Play Tue-Thu (Feb 25-27)	\$5 Free Play Fri-Sat (Feb 28-30)	\$5 Free Play Sun-Tue (Mar 1-3)	\$5 Free Play Wed-Fri (Mar 4-6)	\$5 Free Play Sat-Sun (Mar 7-9)	\$5 Free Play Mon-Wed (Mar 10-12)	\$5 Free Play Thu-Sat (Mar 13-15)	\$5 Free Play Sun-Tue (Mar 16-18)	\$5 Free Play Wed-Fri (Mar 19-21)	\$5 Free Play Sat-Sun (Mar 22-24)	\$5 Free Play Mon-Wed (Mar 25-27)	\$5 Free Play Thu-Sat (Mar 28-30)	\$5 Free Play Sun-Tue (Apr 1-3)	\$5 Free Play Wed-Fri (Apr 4-6)

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\$250 ADT Slot Player
Sacramento
Direct Mail Free Slot Play Offers Received

	February					March					April				
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week
CSK	\$50 Free Play Valid February 4-10	\$50 Free Play Valid February 11-17	\$50 Free Play Valid March 1-7	\$50 Free Play Valid March 8-14	\$50 Free Play Valid March 15-21	\$50 Free Play Valid March 22-28	\$50 Free Play Valid April 1-7	\$50 Free Play Valid April 8-14	\$50 Free Play Valid April 15-21	\$50 Free Play Valid April 22-28	\$50 Free Play Valid April 29 - May 5	\$50 Free Play Valid May 6-12	\$50 Free Play Valid May 13-19	\$50 Free Play Valid May 20-26	\$50 Free Play Valid May 27-31
Peppermill	\$25 Free Play Valid February 4-10	\$25 Free Play Valid February 11-17	\$25 Free Play Valid March 1-7	\$25 Free Play Valid March 8-14	\$25 Free Play Valid March 15-21	\$25 Free Play Valid March 22-28	\$25 Free Play Valid April 1-7	\$25 Free Play Valid April 8-14	\$25 Free Play Valid April 15-21	\$25 Free Play Valid April 22-28	\$25 Free Play Valid April 29 - May 5	\$25 Free Play Valid May 6-12	\$25 Free Play Valid May 13-19	\$25 Free Play Valid May 20-26	\$25 Free Play Valid May 27-31
Affinity	\$50 Free Play Valid February 4-10	\$50 Free Play Valid February 11-17	\$50 Free Play Valid March 1-7	\$50 Free Play Valid March 8-14	\$50 Free Play Valid March 15-21	\$50 Free Play Valid March 22-28	\$50 Free Play Valid April 1-7	\$50 Free Play Valid April 8-14	\$50 Free Play Valid April 15-21	\$50 Free Play Valid April 22-28	\$50 Free Play Valid April 29 - May 5	\$50 Free Play Valid May 6-12	\$50 Free Play Valid May 13-19	\$50 Free Play Valid May 20-26	\$50 Free Play Valid May 27-31
Silver Legas	\$25 Free Play Valid February 4-10	\$25 Free Play Valid February 11-17	\$25 Free Play Valid March 1-7	\$25 Free Play Valid March 8-14	\$25 Free Play Valid March 15-21	\$25 Free Play Valid March 22-28	\$25 Free Play Valid April 1-7	\$25 Free Play Valid April 8-14	\$25 Free Play Valid April 15-21	\$25 Free Play Valid April 22-28	\$25 Free Play Valid April 29 - May 5	\$25 Free Play Valid May 6-12	\$25 Free Play Valid May 13-19	\$25 Free Play Valid May 20-26	\$25 Free Play Valid May 27-31
Nights	\$25 Free Play Valid February 4-10	\$25 Free Play Valid February 11-17	\$25 Free Play Valid March 1-7	\$25 Free Play Valid March 8-14	\$25 Free Play Valid March 15-21	\$25 Free Play Valid March 22-28	\$25 Free Play Valid April 1-7	\$25 Free Play Valid April 8-14	\$25 Free Play Valid April 15-21	\$25 Free Play Valid April 22-28	\$25 Free Play Valid April 29 - May 5	\$25 Free Play Valid May 6-12	\$25 Free Play Valid May 13-19	\$25 Free Play Valid May 20-26	\$25 Free Play Valid May 27-31

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\$100 ADT Slot Player
Sacramento

Direct Mail Free Slot Play Offers Received

	February					March					April				
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week
GSR	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5
Peppermill	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid February 24-8	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid March 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5	\$50 Free Play Valid April 1-5
Athena	\$15 Free Play Valid February 24-8	\$15 Free Play Valid February 24-8	\$15 Free Play Valid February 24-8	\$15 Free Play Valid February 24-8	\$15 Free Play Valid February 24-8	\$15 Free Play Valid March 1-5	\$15 Free Play Valid March 1-5	\$15 Free Play Valid March 1-5	\$15 Free Play Valid March 1-5	\$15 Free Play Valid March 1-5	\$15 Free Play Valid April 1-5	\$15 Free Play Valid April 1-5	\$15 Free Play Valid April 1-5	\$15 Free Play Valid April 1-5	\$15 Free Play Valid April 1-5
Silver Legacy	\$20 Free Play Valid February 24-8	\$20 Free Play Valid February 24-8	\$20 Free Play Valid February 24-8	\$20 Free Play Valid February 24-8	\$20 Free Play Valid February 24-8	\$20 Free Play Valid March 1-5	\$20 Free Play Valid March 1-5	\$20 Free Play Valid March 1-5	\$20 Free Play Valid March 1-5	\$20 Free Play Valid March 1-5	\$20 Free Play Valid April 1-5	\$20 Free Play Valid April 1-5	\$20 Free Play Valid April 1-5	\$20 Free Play Valid April 1-5	\$20 Free Play Valid April 1-5
Nugget	\$10 Free Play Valid February 24-8	\$10 Free Play Valid February 24-8	\$10 Free Play Valid February 24-8	\$10 Free Play Valid February 24-8	\$10 Free Play Valid February 24-8	\$10 Free Play Valid March 1-5	\$10 Free Play Valid March 1-5	\$10 Free Play Valid March 1-5	\$10 Free Play Valid March 1-5	\$10 Free Play Valid March 1-5	\$10 Free Play Valid April 1-5	\$10 Free Play Valid April 1-5	\$10 Free Play Valid April 1-5	\$10 Free Play Valid April 1-5	\$10 Free Play Valid April 1-5



**\$50 ADT Slot Player
Sacramento**

Direct Mail Free Slot Play Offers Received

	February					March					April				
	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week	1st Week	2nd Week	3rd Week	4th Week	5th Week
GSR	\$25 Free Play Valid February 1-17	\$25 Free Play Valid February 18-26	\$25 Free Play Valid March 1-7	\$25 Free Play Valid March 8-14	\$25 Free Play Valid March 15-21	\$25 Free Play Valid April 1-7	\$25 Free Play Valid April 8-14	\$25 Free Play Valid April 15-21	\$25 Free Play Valid April 22-28	\$25 Free Play Valid April 29-5	\$25 Free Play Valid April 6-12	\$25 Free Play Valid April 13-19	\$25 Free Play Valid April 20-26	\$25 Free Play Valid April 27-3	\$25 Free Play Valid April 4-10
Peppermill	\$50 Free Play Valid February 1-17	\$50 Free Play Valid February 18-26	\$50 Free Play Valid March 1-7	\$50 Free Play Valid March 8-14	\$50 Free Play Valid March 15-21	\$50 Free Play Valid April 1-7	\$50 Free Play Valid April 8-14	\$50 Free Play Valid April 15-21	\$50 Free Play Valid April 22-28	\$50 Free Play Valid April 29-5	\$50 Free Play Valid April 6-12	\$50 Free Play Valid April 13-19	\$50 Free Play Valid April 20-26	\$50 Free Play Valid April 27-3	\$50 Free Play Valid April 4-10
Atlantis	\$15 Free Play Valid February 1-17	\$15 Free Play Valid February 18-26	\$15 Free Play Valid March 1-7	\$15 Free Play Valid March 8-14	\$15 Free Play Valid March 15-21	\$15 Free Play Valid April 1-7	\$15 Free Play Valid April 8-14	\$15 Free Play Valid April 15-21	\$15 Free Play Valid April 22-28	\$15 Free Play Valid April 29-5	\$15 Free Play Valid April 6-12	\$15 Free Play Valid April 13-19	\$15 Free Play Valid April 20-26	\$15 Free Play Valid April 27-3	\$15 Free Play Valid April 4-10
Silver Legacy	\$15 Free Play Valid February 1-17	\$15 Free Play Valid February 18-26	\$15 Free Play Valid March 1-7	\$15 Free Play Valid March 8-14	\$15 Free Play Valid March 15-21	\$15 Free Play Valid April 1-7	\$15 Free Play Valid April 8-14	\$15 Free Play Valid April 15-21	\$15 Free Play Valid April 22-28	\$15 Free Play Valid April 29-5	\$15 Free Play Valid April 6-12	\$15 Free Play Valid April 13-19	\$15 Free Play Valid April 20-26	\$15 Free Play Valid April 27-3	\$15 Free Play Valid April 4-10
Nugget															



Direct Mail Offer Comparison by Category
\$250 ADT Reno Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
GSR Total Offers Received 3	Free Slot Play & Hotel Offer * \$40 free slot play (valid Apr 3-4) * \$40 free slot play (valid Apr 6-8) * \$40 free slot play (valid Apr 10-11) * \$40 free slot play (valid Apr 13-15) * \$40 free slot play (valid Apr 17-18) * \$40 free slot play (valid Apr 20-22) * \$40 free slot play (valid Apr 24-25) * \$40 free slot play (valid Apr 27-29) * (2) free nights - Any Day - Apr 1-30 * up to (4) Hotel stays up to (2) nights any day (8 nights total - 7 days between tips)	\$30,000 Break the Bank Drawings * Each Saturday in April * \$1,000 Cash Prizes at 5p-7p & 9pm * \$10,000 Grand Prize Drawing (April 25)	Sunday Gift Give Aways * Each Sunday (2-8p) * 31 Piece Roadside Car Kit (Apr 5) * Nylon Auto Console Organizer (Apr 12) * All Purpose Blanket (Apr 19) * Traveler Auto Set (Apr 26) * 4 Quart Dutch Oven Pan (Mar 20) Play Your Points * April 6 & 27 (10am-10pm) * Exchange comps for Free play (2 1)	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Jumpin Jackpot Slot Tournament * April 3-5 * \$7,000 Top Prize * 200 winners * Based on 500 Entrants \$35,000 Double Play Slot Tournament * April 26-27 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants
Peppercorn Total Offers Received 6	Free Dining Credit * \$15 Dining Credit (Apr 1-30) Free Slot Play Offer & Hotel Offer * \$80 free slot play (valid Mar 31-Apr 2) * \$50 free slot play (valid Apr 7-10) * \$50 free slot play (valid Apr 11) * \$50 free slot play (valid Apr 14-17) * \$50 free slot play (valid Apr 18) * \$50 free slot play (valid Apr 21-24) * \$50 free slot play (valid Apr 25) * \$50 free slot play (valid Apr 28-30) * (2) free nights in Tuscan Tower (Apr 1-30) * \$30 Dining Credit * Monday's (Apr 6, 13, 20 & 27)	Super Sweepstakes Weekend * April 10-11 * \$30,000 Cash And Free Play Giveaway * \$5,000 Grand Prize	Promotion Offers * Tesla Giveaway * Through 2015 * Collect letters daily * \$90k Grand Finale Weekend - June 5-6, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Tournament Offers * Bouncing Bunny Bucks Slot Tournament * April 5-6 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize Triple Header Slot Tournament * April 19-20 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize Strike it Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize
Atlantis Total Offers Received 4	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$70 Free Play (April 8-9) * \$25-\$500 Free Play (April 11) * \$20 Free Play (April 13-15) * \$25-\$500 Free Play (April 18) * \$20 Free Play (April 22-23) * (2) free nights Deluxe Tower (April 1-30) * Deluxe Tower valid up to (8) nights	Luanu in Paradise * April 4 * (2) free tickets to dinner	Promotion Offers * \$10,000 All Cash Sunday Drawings * Every Sunday 1-3 sp Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 18) * 2x, 3x, 4x comp points (April 7 & 21) Superman Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	Tournament Offers * \$40,000 Blooming Bucks Slot Tournament * April 12-13 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 450 Winners * Buffet for (2) * (2) free nights Hotel \$50,000 Back to the Eighties Slot Tournament * April 26-27 * (1) Free entry * \$50,000 Prize Pool - \$10,000 first Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel

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Direct Mail Offer Comparison by Category

\$250 ADT Reno Player
(April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$15 free slot play (valid Apr 6) * \$15 free slot play (valid Apr 13) * \$15 free slot play (valid Apr 23) * \$15 free slot play (valid Apr 30) * \$39 Room Rates Sunday - Thursday - Apr 1-30 * \$15 Resort Credit for Hotel Items	Spring Asian Dinner - April 4 * (2) free Tickets Easter Bunny Brunch - April 5 * (2) free Tickets The Sing Off - April 10 * (2) free Tickets Good Fellas Party - April 18 * (2) free Tickets Nick Offerman & Megan Mullally - April 25 * (2) free Tickets	\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Cash with Soul Giveaway * Through June 28 * Drawings on Friday, Saturday and Sunday	
Nugget Total Offers Received 4	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$30 free slot play (valid April 1-7) * \$30 free slot play (valid April 8-11) * \$30 free slot play (valid April 14-18) * \$30 free slot play (valid April 21-25) * \$15 Dining Credit (April 6-10) * \$15 Dining Credit (April 27-May 1)	Blood, Sweat & Tears * April 11 * (2) free tickets to the show	Promotion Offers (0) Offers Received \$15,000 Grand Slam Slot Series * \$15,000 Cash and free Play prizes * \$2,500 each Sunday Point Multipliers (Comps) * 4X Points (April 7 & 28) * 3X Points - (April 8, 13, 15, 20, 22 & 29) * 2X Points (April 5, 16, 23 & 30)	Tournament Offers (2) Offers Received \$10,000 VIP Party Bingo * April 4 * \$10,000 Cash & Prizes * (1) packet \$40,000 Dream Team Host Slot Relay * April 17-19 * \$40,000 Cash & Prizes * \$20,000 First Place Team * (2) free nights

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Direct Mail Offer Comparison by Category
\$100 ADT Reno Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
GSR Total Offers Received 3	Free Slot Play & Hotel Offer * \$25 free slot play (valid Apr 3-4) * \$25 free slot play (valid Apr 6-8) * \$25 free slot play (valid Apr 10-11) * \$25 free slot play (valid Apr 13-15) * \$25 free slot play (valid Apr 17-18) * \$25 free slot play (valid Apr 20-22) * \$25 free slot play (valid Apr 24-25) * \$25 free slot play (valid Apr 27-29) * (2) free nights - Any Day - Apr 1-30 * up to (4) Hotel stays up to (2) nights any day (8 nights total - / stays between trips) Free Dining Credit * \$10 Dining Credit (Apr 1-30) Free Play, Hotel, Food & Gift Offers * Free Slot Play Offer & Hotel Offer * \$50 free slot play (valid Mar 31-Apr 2) * \$50 free slot play (valid Apr 7-10) * \$50 free slot play (valid Apr 11) * \$50 free slot play (valid Apr 14-17) * \$50 free slot play (valid Apr 18) * \$50 free slot play (valid Apr 21-24) * \$50 free slot play (valid Apr 25) * \$50 free slot play (valid Apr 28-30) * (2) free nights in Tuscan Tower (Apr 1-30) * \$30 Dining Credit * Monday's (Apr 6, 13, 20, & 27)	\$30,000 Break the Bank Drawings * Each Saturday in April * \$1,000 Cash Prizes at 5p, 7p & 9pm * \$10,000 Grand Prize Drawing (April 25) Play Your Points * April 6 & 27 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p Multippliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	Sunday Gift Give Aways * Each Sunday (2-8p) * 31 Piece Roadside Car Kit (Apr 5) * Nylon Auto Console Organizer (Apr 12) * All Purpose Blanket (Apr 19) * Traveler Auto Set (Apr 26) * 4 Quart Dutch Oven Pan (Mar 29) Play Your Points * April 6 & 27 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p Multippliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-9p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Jumpin' Jackpot Slot Tournament * April 3-5 * \$7,000 Top Prize * 200 winners * Based on 500 Entrants \$35,000 Double Play Slot Tournament * April 26-27 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants
Peppermill Total Offers Received 6	Super Sweepstakes Weekend * April 10-11 * \$30,000 Cash And Free Play Giveaway * \$5,000 Grand Prize Luau in Paradise * April 4 * (2) free tickets to dinner	Tesla Giveaway * Through 2015 * Collect letters daily * \$90k Grand Finale Weekend - June 5-6, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Bouncing Bunny Bucks Slot Tournament * April 5-6 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize Triple Header Slot Tournament * April 19-20 * (1) Free entry * \$20,000 Prize Pool \$7,500 first prize Strike it Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize	
Atlantis Total Offers Received 2	Luau in Paradise * April 4 * (2) free tickets to dinner	\$10,000 All Cash Sunday Drawings * Every Sunday 1, 3, 5p Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 19) * 2x, 3x, 4x comp points (April 7 & 21) SuperMan Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	Promotion Offers * \$10,000 All Cash Sunday Drawings * Every Sunday 1, 3, 5p Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 19) * 2x, 3x, 4x comp points (April 7 & 21) SuperMan Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	



Direct Mail Offer Comparison by Category
 \$100 ADT Reno Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 1	Free Play, Hotel, Food & Gift Offers Free Slot Play Offer & Hotel Offer * \$14 free slot play (valid Apr 6) * \$14 free slot play (valid Apr 13) * \$14 free slot play (valid Apr 23) * \$14 free slot play (valid Apr 30) * \$39 Room Rates Sunday - Thursday - Apr 1-30 * \$14 Resort Credit for Hotel Items		\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses * \$100,000 Cash with Soul Giveaway * Through June 28 * Drawings on Friday, Saturday and Sunday	
Nugget Total Offers Received 1	Free Play, Hotel, Food & Gift Offers Free Slot Play Offer & Hotel Offer * \$15 free slot play (valid April 1-7) * \$15 free slot play (valid April 8-11) * \$15 free slot play (valid April 14-18) * \$15 free slot play (valid April 21-29) * \$10 Dining Credit (April 6-10) * \$10 Dining Credit (April 21-May 1)	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received \$15,000 Grand Slam Slot Series * \$15,000 Cash and free Play prizes * \$2,500 each Sunday Point Multipliers (Comps) * 4X Points (April 7 & 28) * 3X Points - (April 8, 13, 15, 20, 22 & 29) * 2X Points (April 5, 16, 23 & 30)	Tournament Offers (0) Offers Received



Direct Mail Offer Comparison by Category
\$50 ADT Reno Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
GSR Total Offers Received 3	Free Slot Play & Hotel Offer * \$10 free slot play (valid Apr 3-4) * \$10 free slot play (valid Apr 6-8) * \$10 free slot play (valid Apr 10-11) * \$10 free slot play (valid Apr 13-15) * \$10 free slot play (valid Apr 17-18) * \$10 free slot play (valid Apr 20-22) * \$10 free slot play (valid Apr 24-25) * \$10 free slot play (valid Apr 27-29) * (2) free nights - Any Day - April 1-30 * up to (4) Hotel stays up to (2) nights any day (8 nights total - 7 days between trips) Free Dining Credit * 2-1 Buffet (Apr 1-30) Free Play, Hotel, Food & Gift Offers * (2) free nights in Peppermill Tower (Apr 1-30) * \$10 Dining Credit * Monday's (Apr 6, 13, 20 & 27) Free Slot Play Offer & Hotel Offer * \$5 Free Play (April 8-9) * \$10-\$100 Free Play (April 11) * \$5 Free Play (April 13-15) * \$10-\$100 Free Play (April 18) * \$5 Free Play (April 22-23) * 2-1 room nights Deluxe Tower (Apr 1-30) * Deluxe Tower valid up to (8) nights	\$30,000 Break the Bank Drawings * Each Saturday in April * \$1,000 Cash Prizes at 5p, 7p & 9pm * \$10,000 Grand Prize Drawing (April 25) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p Multipliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand Testa Giveaway * Through 2015 * Collect letters daily * \$90K Grand Finale Weekend - June 5-6, 2015 * Testa Car - Grand Prize Point Multipliers (Comps) * 4x Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4x Tier Points every Wednesday	Sunday Gift Give Aways * Each Sunday (2-9p) * 31 Piece Roadside Car Kit (Apr 5) * Nylon Auto Console Organizer (Apr 12) * All Purpose Blanket (Apr 19) * Traveler Auto Set (Apr 26) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * April 6 & 27 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p Multipliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand Testa Giveaway * Through 2015 * Collect letters daily * \$90K Grand Finale Weekend - June 5-6, 2015 * Testa Car - Grand Prize Point Multipliers (Comps) * 4x Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4x Tier Points every Wednesday	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Jumpin' Jackpot Slot Tournament * April 3-5 * \$7,000 Top Prize * 200 winners * Based on 500 Entrants \$35,000 Double Play Slot Tournament * April 26-27 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants
Peppermill Total Offers Received 6	Free Slot Play Offer & Hotel Offer * \$10 free slot play (valid Mar 31- Apr 2) * \$10 free slot play (valid Apr 7-10) * \$10 free slot play (valid Apr 11) * \$10 free slot play (valid Apr 14-17) * \$10 free slot play (valid Apr 18) * \$10 free slot play (valid Apr 21-24) * \$10 free slot play (valid Apr 25) * \$10 free slot play (valid Apr 28-30) * (2) free nights in Peppermill Tower (Apr 1-30) * \$10 Dining Credit * Monday's (Apr 6, 13, 20 & 27) Free Play, Hotel, Food & Gift Offers * (2) free nights in Peppermill Tower (Apr 1-30) * \$5 Free Play (April 8-9) * \$10-\$100 Free Play (April 11) * \$5 Free Play (April 13-15) * \$10-\$100 Free Play (April 18) * \$5 Free Play (April 22-23) * 2-1 room nights Deluxe Tower (Apr 1-30) * Deluxe Tower valid up to (8) nights	Super Sweepstakes Weekend * April 10-11 * \$30,000 Cash And Free Play Giveaway * \$5,000 Grand Prize Special Event Offers (1) Offers Received Special Event Offers (1) Offers Received Testa Giveaway * Through 2015 * Collect letters daily * \$90K Grand Finale Weekend - June 5-6, 2015 * Testa Car - Grand Prize Point Multipliers (Comps) * 4x Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4x Tier Points every Wednesday	Testa Giveaway * Through 2015 * Collect letters daily * \$90K Grand Finale Weekend - June 5-6, 2015 * Testa Car - Grand Prize Point Multipliers (Comps) * 4x Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4x Tier Points every Wednesday	Bouncing Bunny Bucks Slot Tournament * April 5-6 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize Triple Header Slot Tournament * April 19-20 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize Strike It Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize
Atlantis Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$5 Free Play (April 8-9) * \$10-\$100 Free Play (April 11) * \$5 Free Play (April 13-15) * \$10-\$100 Free Play (April 18) * \$5 Free Play (April 22-23) * 2-1 room nights Deluxe Tower (Apr 1-30) * Deluxe Tower valid up to (8) nights	\$10,000 All Cash Sunday Drawings * Every Sunday 1,3,5p Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 19) * 2x,3x,4x comp points (April 7 & 21) SuperMan Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	\$10,000 All Cash Sunday Drawings * Every Sunday 1,3,5p Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 19) * 2x,3x,4x comp points (April 7 & 21) SuperMan Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	Tournament Offers (0) Offers Received



Direct Mail Offer Comparison by Category
\$50 ADT Reno Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer (2) Offers Received * \$6 free slot play (valid Apr 6) * \$6 free slot play (valid Apr 13) * \$6 free slot play (valid Apr 23) * \$6 free slot play (valid Apr 30) * \$39 Room Rates Sunday - Thursday - Apr 1-30 * \$6 Resort Credit for Hotel Items		\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Cash with Soul Giveaway * Through June 28 * Drawings on Friday, Saturday and Sunday	
Casino Name Nugget Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (2) Offers Received Free Slot Play Offer & Hotel Offer * \$5 Dining Credit (Apr 1-30)	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received \$15,000 Grand Slam Slot Series * \$15,000 Cash and free Play prizes * \$2,500 each Sunday Point Multipliers (Comps) * 4X Points (April 7 & 28) * 3X Points - (April 8, 13, 15, 20, 22 & 29) * 2X Points (April 5, 16, 23 & 30)	Tournament Offers (0) Offers Received



Direct Mail Offer Comparison by Category
 \$250 ADT Sacramento Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
GSR Total Offers Received 3	Free Slot Play & Hotel Offer * \$50 free slot play (valid Apr 2-14) * \$50 free slot play (valid Apr 16-29) * (2) free nights - any day - Apr 1-30 * Multiple stays allowed - up to (14) nights * \$20 Dining Credit * valid Apr 1-30	\$30,000 Break the Bank Drawings * Each Saturday in April * \$1,000 Cash Prizes at 5p, 7p & 9pm * \$10,000 Grand Prize Drawing (April 25)	Sunday Gift Give Aways * Each Sunday (2-8p) * 31 Piece Roadside Car Kit (Apr 5) * Nylon Auto Console Organizer (Apr 12) * All Purpose Blanket (Apr 19) * Traveler Auto Set (Apr 26) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * April 6 & 27 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each hour and \$1,000 winner at 10p Multipliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Jumpin Jackpot Slot Tournament * April 3-5 * \$7,000 Top Prize * 200 winners * Based on 500 Entrants * (2) free nights \$35,000 Double Play Slot Tournament * April 26-27 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights
Peppermill Total Offers Received 6	Free Play, Hotel, Food & Gift Offers (2) Offers Received Free Slot Play Offer & Hotel Offer * \$75 free slot play (April 2-28) * \$75 free slot play (April 10-11) * (3) Free Nights - Tuscan Tower * April 1-30 * (2) free nights - April 3-4	Special Sweepstakes Weekend * April 10-11 * \$30,000 Cash And Free Play Giveaway * \$5,000 Grand Prize * (3) free nights	Promotion Offers (0) Offers Received Tesla Giveaway * through 2015 * Collect letters daily * \$90K Grand Finale Weekend - June 5-6, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Tournament Offers (3) Offers Received Bouncing Bunny Bucks Slot Tournament * April 5-6 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (3) free nights Triple Header Slot Tournament * April 19-20 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights Strike it Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (3) free nights
Atriantis Total Offers Received 6	Free Play, Hotel, Food & Gift Offers (3) Offers Received Free Slot Play Offer & Hotel Offer * \$50 free play (April 2-28) * \$50-\$500 free play (April 11) * \$50 free play (April 18) * (2) Free Nights - April 1-30 * (3) Free Nights - April 10-12 * (2) Free Nights - April 17-19	Special Event Offers (1) Offers Received Luau in Paradise * April 4 * (2) free tickets to dinner * (2) free nights	Promotion Offers (0) Offers Received \$10,000 All Cash Sunday Drawings * Every Sunday 1:30-5p Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 19) * 2x, 3x, 4x comp points (April 7 & 21) SuperMan Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	Tournament Offers (2) Offers Received \$40,000 Blooming Bucks Slot Tournament * April 12-13 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 450 Winners * Buffet for (2) * (2) free nights Hotel \$50,000 Back to the Eighties Slot Tournament * April 26-27 * (1) Free entry * \$50,000 Prize Pool - \$10,000 first Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel

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Direct Mail Offer Comparison by Category
\$250 ADT Sacramento Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (3) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 3	Free Slot Play Offer & Hotel Offer * \$25 free slot play (valid Apr 1-30) * (3) Free nights (Apr 1-30) * \$100 Resort Credit (April 1-30) * (2) Free nights through April 30 * (2) Free nights (April 3-4)	Spring Asian Dinner - April 4 * (2) free Tickets Easter Bunny Brunch - April 5 * (2) free Tickets The Sing Off - April 10 * (2) free Tickets Good Fallas Party - April 18 * (2) free Tickets Nick Offerman & Megan Mullally - April 25 * (2) free Tickets	\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Cash with Soul Giveaway * Through June 28 * Drawings on Friday, Saturday and Sunday	
Nugget Total Offers Received 3	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$35 free slot play (valid April 1-7) * \$35 free slot play (valid April 8-16) * \$35 free slot play (valid April 20-24) * \$35 free slot play (valid April 25) * \$35 free slot play (valid April 27-May 1) * \$30 Dining Credit (April 7-13) * \$30 Dining Credit (April 20-24) * (2) Free nights - any day - April 1-30 * Multiple stays allowed - up to (10) nights	Blood, Sweat & Tears * April 11 * (2) free tickets to the show * (2) free nights	\$15,000 Grand Slam Slot Series * \$15,000 Cash and free Play prizes * \$2,500 each Sunday Point Multipliers (Comps) * 4X Points (April 7 & 28) * 3X Points - (April 8, 13, 15, 20, 22 & 29) * 2X Points (April 5, 16, 23 & 30)	\$10,000 VIP Party Bingo * April 4 * \$10,000 Cash & Prizes * (1) packet * (2) free nights \$40,000 Dream Team Host Slot Relay * April 17-19 * \$40,000 Cash & Prizes * \$20,000 First Place Team * (2) free nights

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Direct Mail Offer Comparison by Category
\$100 ADT Sacramento Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
GSR Total Offers Received 3	Free Slot Play & Hotel Offer * \$50 free slot play (valid Apr 2-14) * \$50 free slot play (valid Apr 16-29) * (2) free nights - any day - Apr 1-30 * Multiple stays allowed - up to (14) nights * \$15 Dining Credit * valid Apr 1-30	\$30,000 Break the Bank Drawings * Each Saturday in April * \$1,000 Cash Prizes at 5p, 7p & 9pm * \$10,000 Grand Prize Drawing (April 25)	Sunday Gift Give Aways * Each Sunday (7-8p) * 31 Piece Roadside Car Kit (Apr 5) * Nylon Auto Console Organizer (Apr 12) * All Purpose Blanket (Apr 19) * Traveler Auto St (Apr 26) * 4 Quart Dutch Oven Pan (Mar 29) Play your Points * April 6 & 27 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hr and \$1,000 winner at 10p Multipliers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Jumpin Jackpot Slot Tournament * April 3-5 * \$7,000 Top Prize * 200 winners * Based on 500 Entrants * (2) free nights \$35,000 Double Play Slot Tournament * April 26-27 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights
Peppermill Total Offers Received 6	Free Play, Hotel, Food & Gift Offers (2) Offers Received Free Slot Play Offer & Hotel Offer * \$50 free slot play (Apr 2-28) * \$50 free slot play (Apr 10-11) * (3) Free Nights - Peppermill Tower * April 1-30 * (2) free nights - April 3-4	Super Sweepstakes Weekend * April 10-11 * \$30,000 Cash And Free Play Giveaway * \$5,000 Grand Prize * (2) free nights	tesla Giveaway * through 2015 * Collect letters daily * \$90k Grand Finale Weekend - June 5-6, 2015 * Tesla Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Bouncing Bunny Bucks Slot Tournament * April 5-6 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (2) free nights Triple Header Slot Tournament * April 19-20 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (2) free nights Strike It Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (2) free nights
Affantis Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$15 free play (Apr 2-28) * (1) Free Night - April 1-30 * Monday-Thursday	Special Event Offers (0) Offers Received \$10,000 All Cash Sunday Drawings * Every Sunday 1,3,5p Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 19) * 2x, 3x, 4x comp points (April 7 & 21) SuperMan Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received



Direct Mail Offer Comparison by Category
\$100 ADT Sacramento Player
 (April 2015)

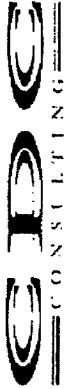
Casino Name	Free Play, Hotel, Food & Gift Offers (0) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 2	Free Play, Hotel, Food & Gift Offers Free Slot Play Offer & Hotel Offer * \$20 free slot play (valid April 1-30) * (2) Free nights (April 1-30) * (2) Free nights (April 3-4)	Special Event Offers Easter Bunny Brunch - April 5 * (2) free Tickets The Sing Off - April 10 * (2) free Tickets Nick Offerman & Megan Mullally - April 25 * (2) free Tickets	Promotion Offers \$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Cash with Soul Giveaway * Through June 28 * Drawings on Friday, Saturday and Sunday	
Nugget Total Offers Received 1	Free Play, Hotel, Food & Gift Offers Free Slot Play Offer & Hotel Offer * \$10 Dining Credit (April 7-13) * \$10 Dining Credit (April 20-24)	Special Event Offers Special Event Offers (0) Offers Received	Promotion Offers \$15,000 Grand Slam Slot Series * \$15,000 Cash and free Play prizes * \$2,500 each Sunday Point Multipliers (Comps) * 4X Points (April 7 & 28) * 3X Points - (April 8, 13, 15, 20, 22 & 29) * 2X Points (April 5, 16, 23 & 30)	



Direct Mail Offer Comparison by Category
\$50 ADT Sacramento Player
 (April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (2) Offers Received
CSR Total Offers Received 3	Free Play, Hotel, Food & Gift Offer (1) Offers Received Free Slot Play & Hotel Offer * \$25 free slot play (valid Apr 2-14) * \$25 free slot play (valid Apr 16-29) * (2) free nights - any day - Apr 1-30 * Multiple stays allowed - up to (14) nights * 2-1 Buffet * valid Apr 1-30	\$30,000 Break the Bank Drawings * Each Saturday in April * \$1,000 Cash Prizes at 5p, 7p & 9pm * \$10,000 Grand Prize Drawing (April 25)	Sunday Gift Give Aways * Each Sunday (2-8p) * 31 Piece Roadside Car Kit (Apr 5) * Nylon Auto Console Organizer (Apr 12) * All Purpose Blanket (Apr 19) * Traveler Auto Set (Apr 26) Play your Points * 4 Quart Dutch Oven Pan (Mar 28) * April 6 & 27 (10am-10pm) * Exchange comps for Free play (2-1) Free Play Fridays * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hr and \$1,000 winner at 10p Multipilers * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand	\$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend \$35,000 Jumpin Jackpot Slot Tournament * April 3-5 * \$7,000 Top Prize * 200 winners * Based on 500 Entrants * (2) free nights \$35,000 Double Play Slot Tournament * April 26-27 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights
Peppermill Total Offers Received 6	Free Play, Hotel, Food & Gift Offers (2) Offers Received Free Slot Play Offer & Hotel Offer * \$50 free slot play (April 2-28) * \$50 free slot play (April 10-11) * (3) Free Nights - Peppermill Tower * April 1-30 * (2) free nights - April 3-4	Super Sweepstakes Weekend * April 10-11 * \$30,000 Cash And Free Play Giveaway * \$5,000 Grand Prize * (2) free nights	Teala Giveaway * through 2015 * Collect letters daily * \$90k Grand Finale Weekend - June 5-6, 2015 * Teala Car - Grand Prize Point Multipliers (Comps) * 4X Points every Wednesday * 5x Points April 10-11 * 7x Points April 3-4 Point Multipliers (Tier Points) * 4X Tier Points every Wednesday	Bouncing Bunny Bucks Slot Tournament * April 5-6 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (2) free nights Triple Header Slot Tournament * April 19-20 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (2) free nights Strike It Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (2) free nights
Atlantis Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer * \$15 free play (Apr 2-28) * (1) Free Night - April 1-30 * Monday-Thursday	\$10,000 All Cash Sunday Drawings * Every Sunday 1,3,5p Point Multipliers (Comps) * 4x comp points (April 3 & 24) * 5x comp points (April 10 & 17) * 4x comp points REELS (April 5 & 19) * 2x, 3x, 4x comp points (April 7 & 21) SuperMan Slot Party * April 10-11 * Drawings to win up to \$1,000 cash	Strike It Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (2) free nights	Strike It Rich Slot Tournament * April 26-27 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (2) free nights

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Direct Mail Offer Comparison by Category
\$50 ADT Sacramento Player
 (-April 2015)

Casino Name	Free Play, Hotel, Food & Gift Offers (1) Offers Received	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received	Tournament Offers (0) Offers Received
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer • \$20 free slot play (valid April 1-30) • (2) Free nights (April 1-30)		\$1 Million Dollar Game Changers • Play daily • Legacy Video Lotto • Random Riches • Big Strike Progressive • Break the Bank Bonuses \$100,000 Cash with Soul Giveaway • Through June 28 • Drawings on Friday, Saturday and Sunday	
Nugget Total Offers Received 1	Free Play, Hotel, Food & Gift Offers (1) Offers Received Free Slot Play Offer & Hotel Offer • Special Hotel rates during the month of April	Special Event Offers (0) Offers Received	Promotion Offers (0) Offers Received \$15,000 Grand Slam Slot Series • \$15,000 Cash and free Play prizes • \$7,500 each Sunday Point Multipliers (Comps) • 4X Points (April 7 & 28) • 3X Points (April 8, 13, 15, 20, 22 & 29) • 2X Points (April 5, 16, 23 & 30)	Tournament Offers (0) Offers Received



Reno Casinos
Direct Mail Rewards Comparison & Analysis Report
May 2015

Overview:

The following report summarizes the information contained in the direct mail offers received for the month of May 2015. CDC Consulting maintains player's accounts at Peppermill, Atlantis, Silver Legacy and Nugget casinos and are included in this comparative direct mail analysis for Grand Sierra Resort and Casino.

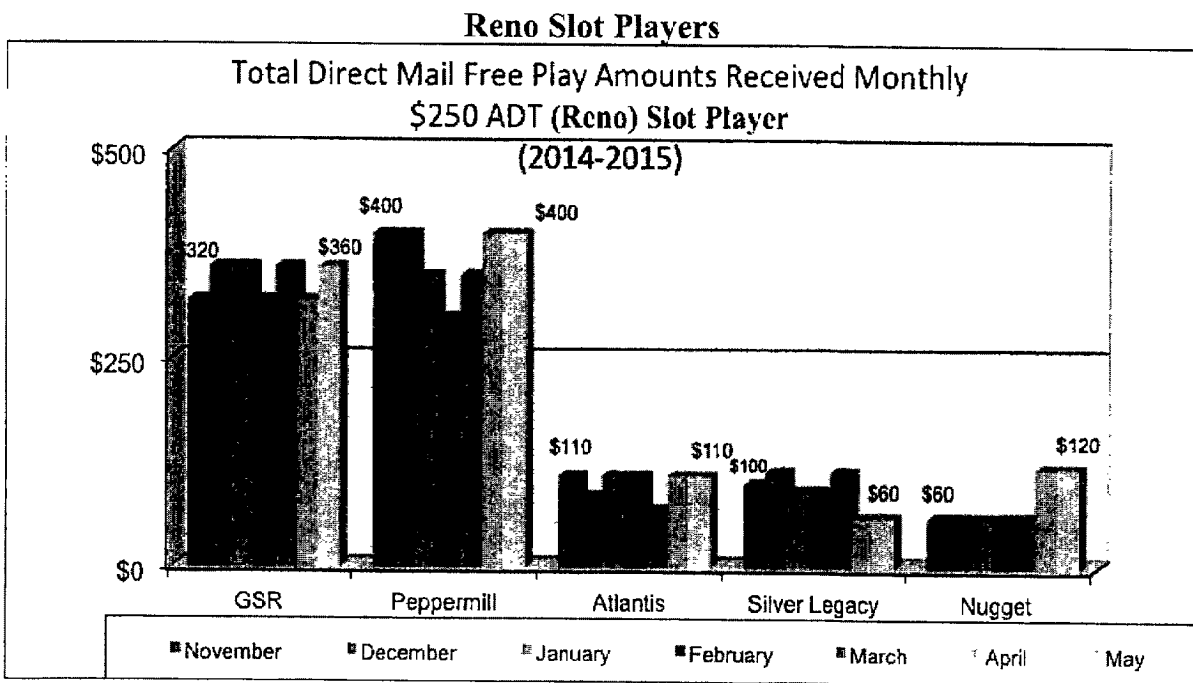
For baseline comparison purposes, six identical player accounts were established at Grand Sierra Resort and Casino. Comparable slot play takes place on each of these accounts each month as well.

In order to review the direct mail offers received, (3) player accounts have been established at each casino using a *Reno* address and (3) player accounts using a *Sacramento* address. One player account at each address is played to *\$250 ADT, \$100 ADT and \$50 ADT*.

In order to achieve an "apples to apples" comparison, similar slots & denominations are played at each casino during the course of each month's gaming visit to these casinos.

Direct Mail Free Play Rewards Comparisons:

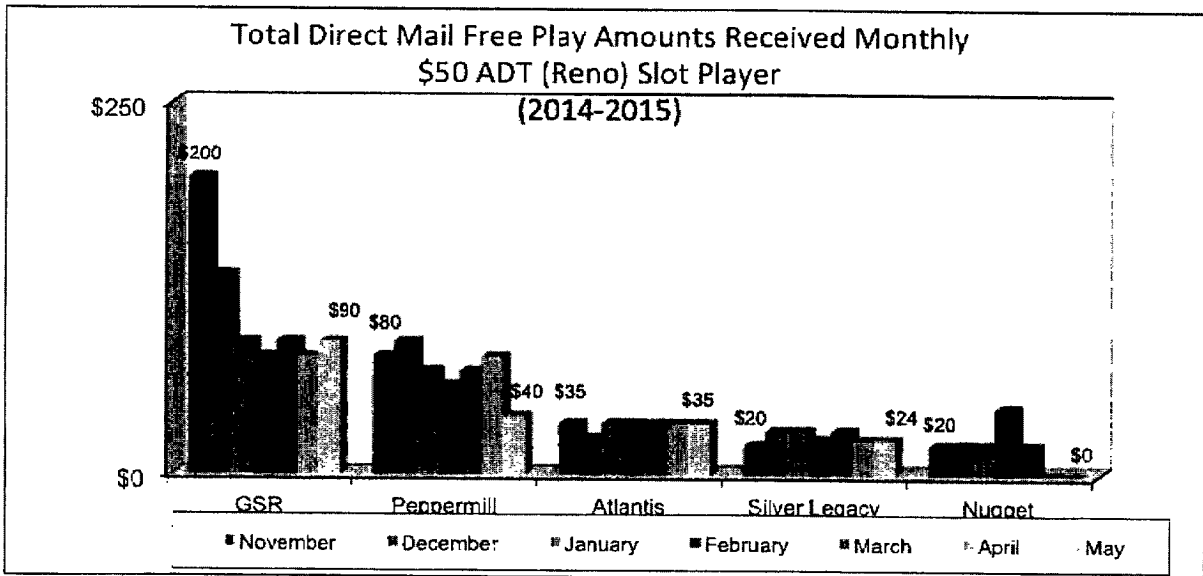
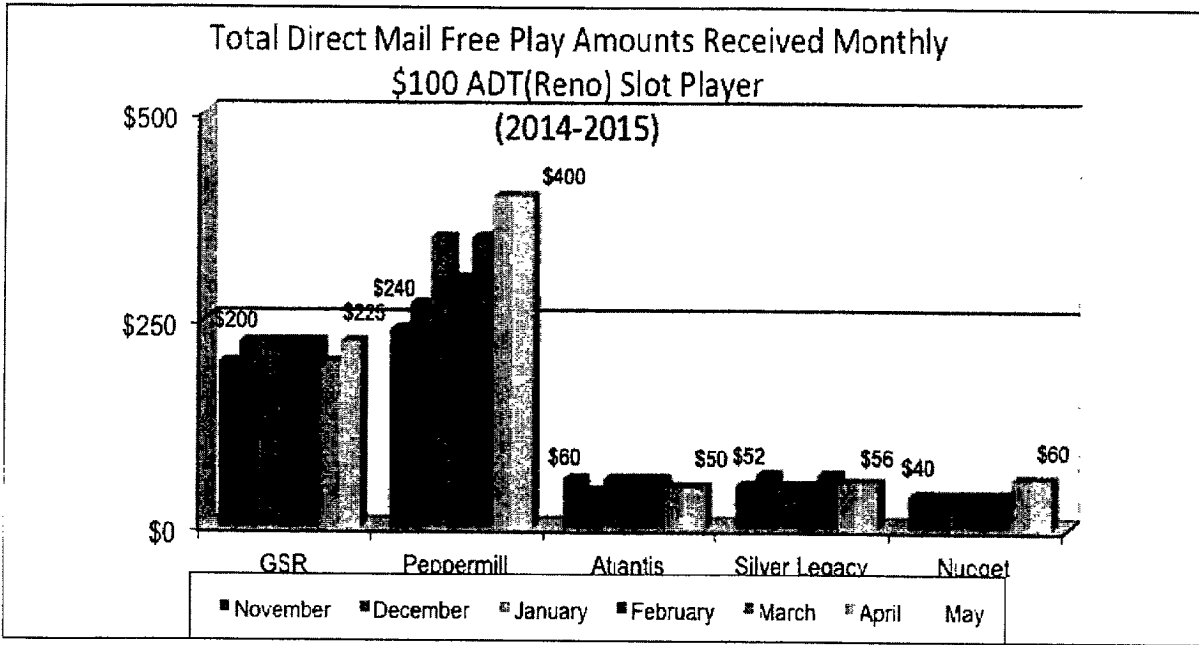
The total amount of direct mail free play rewards received by the local Reno area slot players in May are compared in the charts below.



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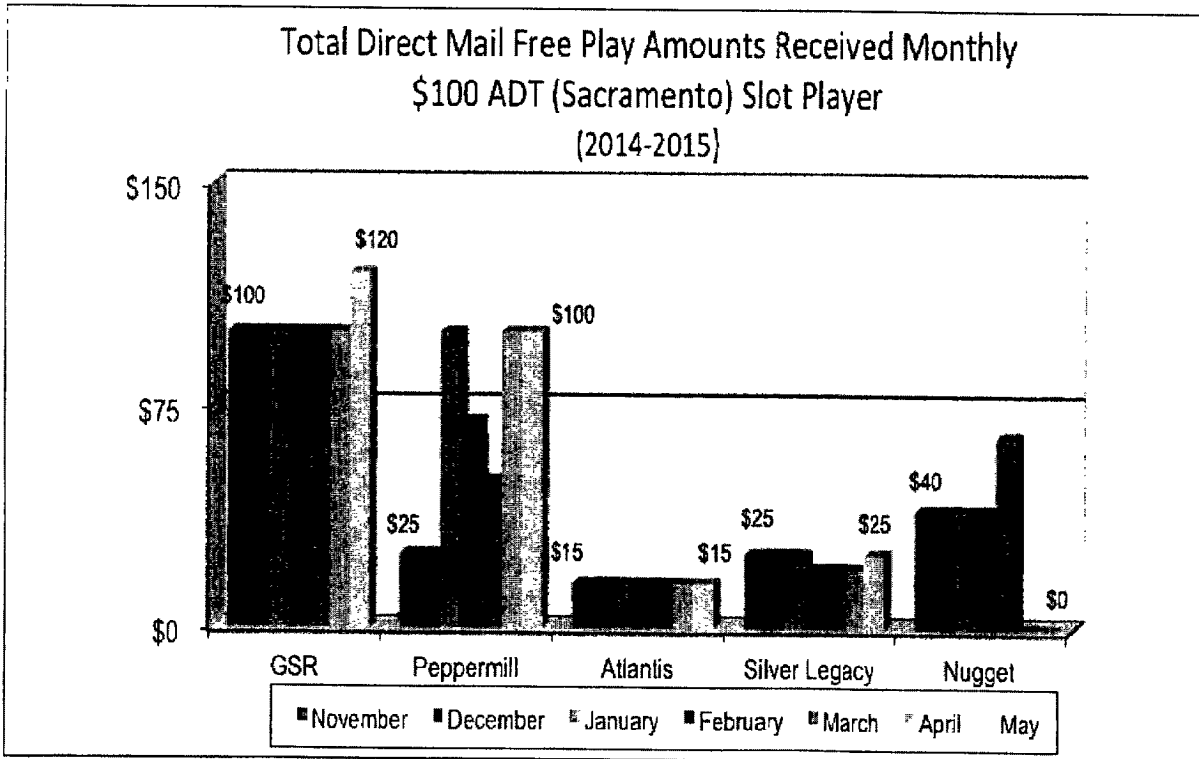
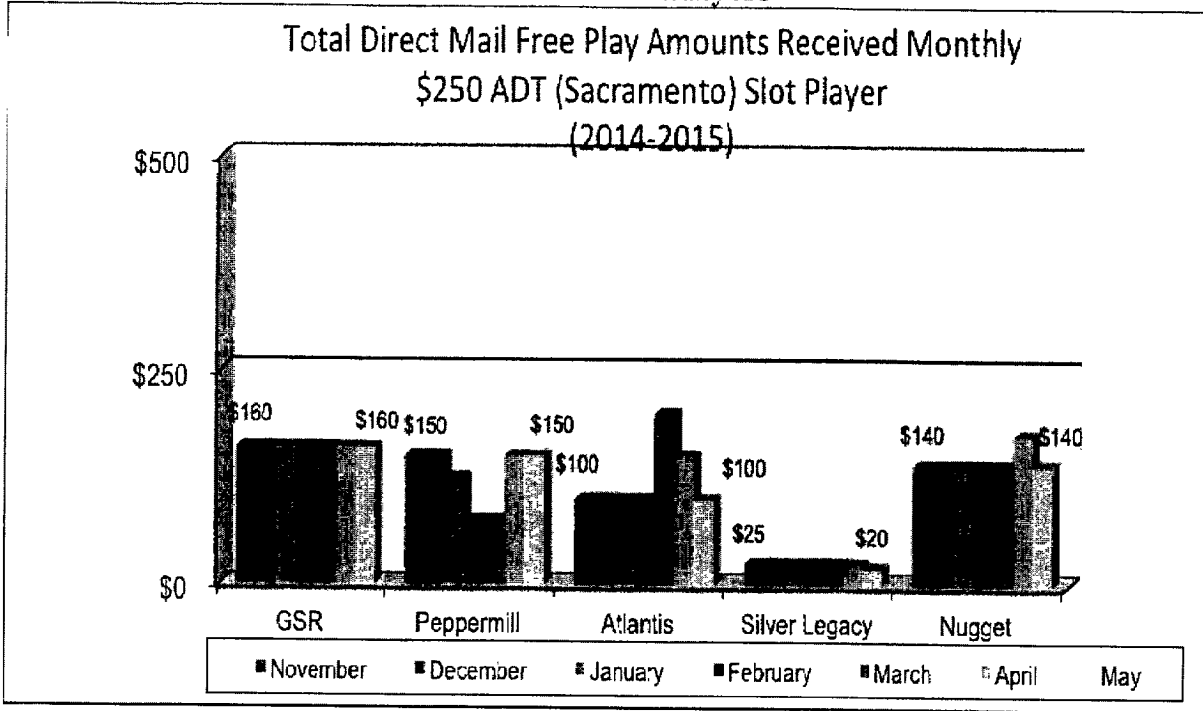


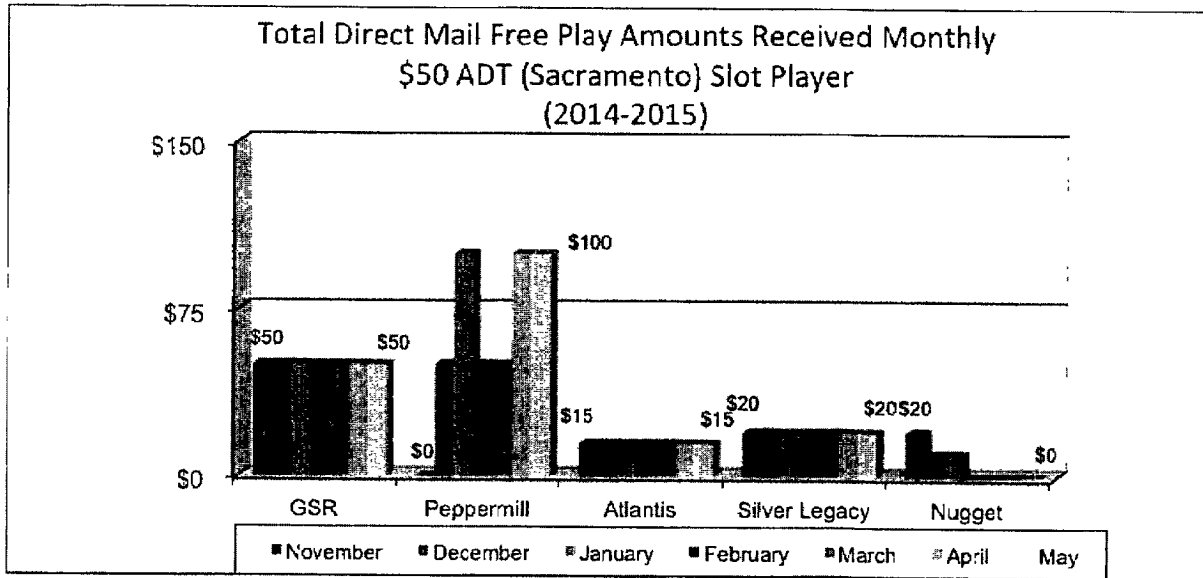
- Total free play grant days for the Reno local customers are listed below:
 1. GSR: 9
 2. Peppermill: 8
 3. Atlantis: 5
 4. Silver Legacy: 4
 5. Nugget: 4
- The Peppermill's \$100 ADT local customer increase in monthly free play is due to large tracked losses on several recent trips.
- The Peppermill's \$50 ADT local customer offer stayed at \$10 per grant period. However the total grant periods for the month of May were lowered from (8) to (4) for the \$50 ADT local customer.

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the non-local Sacramento area slot players in May are compared in the charts below.

Sacramento Slot Players

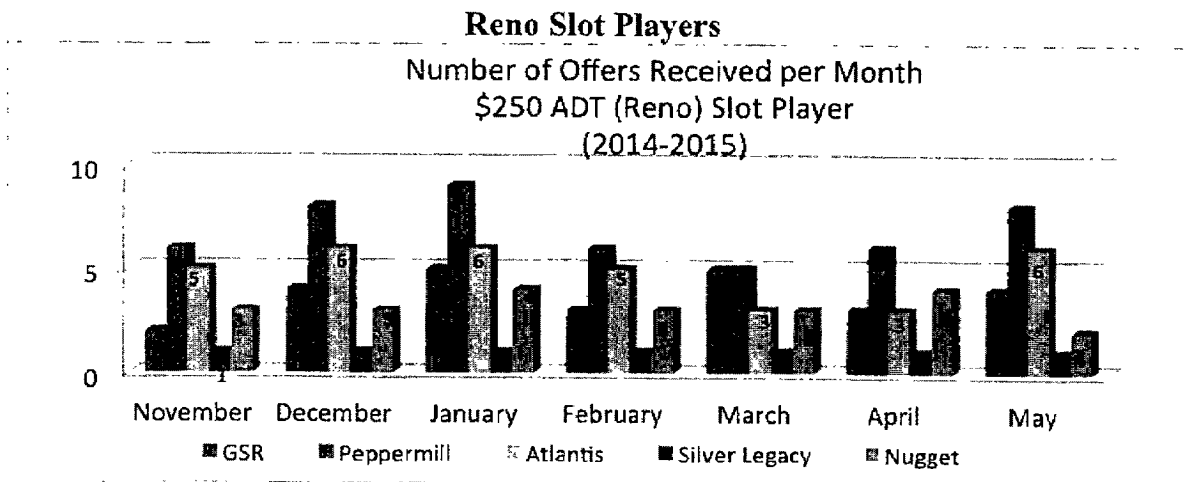




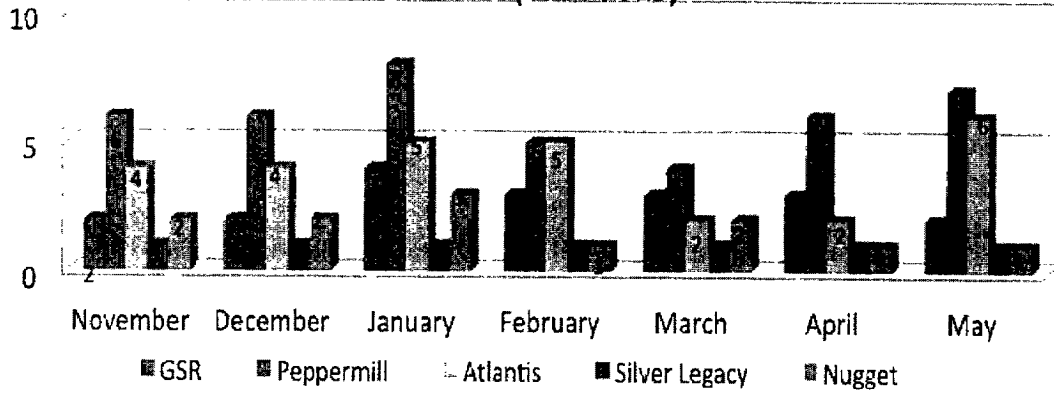
- The Peppermill \$100 & \$50 ADT non-local customers were offered a Sweepstakes weekend offer of \$50 in additional free play valid May 15-16. This offer was the same for the month of April as well. Both of these customers offers have increased recently due to several large tracked losses on recent trips on both accounts.
- The Nugget \$100 ADT non-local customers free play offer went from \$10 four times a month to a one time “play and earn” offer for the month of May. This offer was the same for the month of April. Earn 50 points to receive \$5 in free play, 250 points for a total of \$15, 500 points for a total of \$30 and 1,000 points for a total of \$60 in free play.

Direct Mail Offer/Promotional Volume Comparisons:

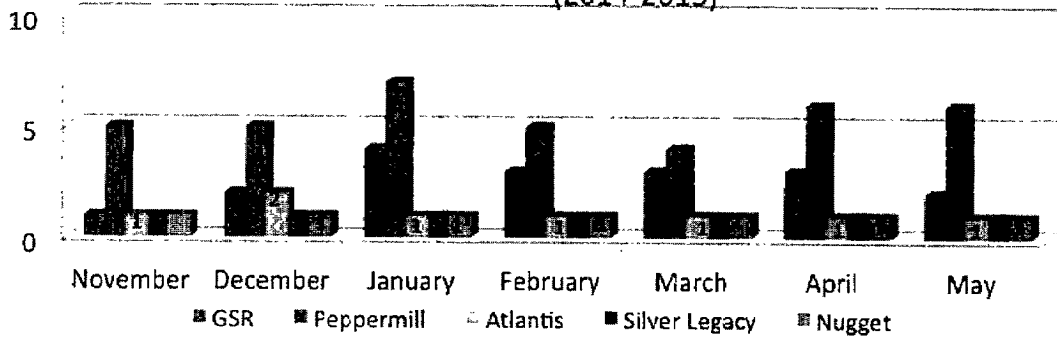
The volume of direct mail, email offers and promotions received by each of the player segments in the Reno and Sacramento areas over the past seven months are compared in the charts on the following pages.



Number of Offers Received per Month
 \$100 ADT (Reno) Slot Player
 (2014-2015)

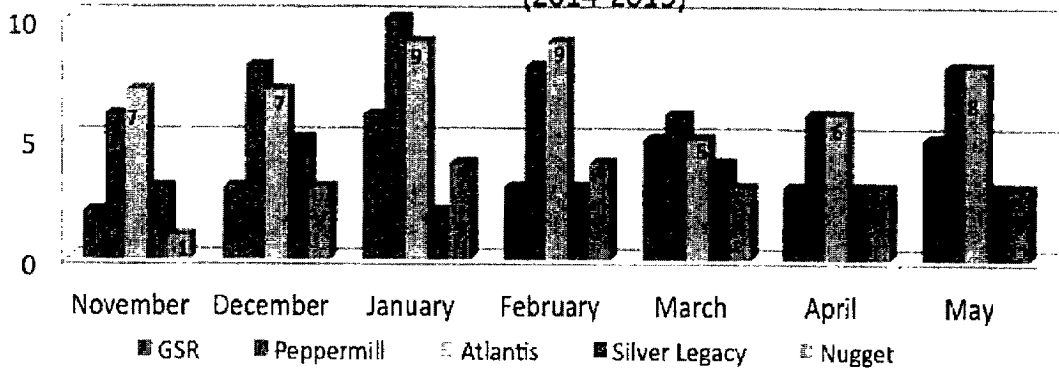


Number of Offers Received per Month
 \$50 ADT (Reno) Slot Player
 (2014-2015)

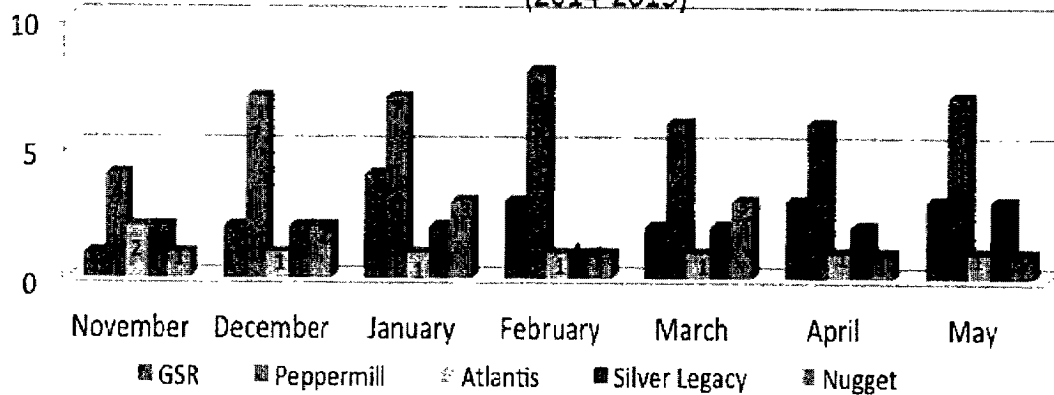


Sacramento Slot Players

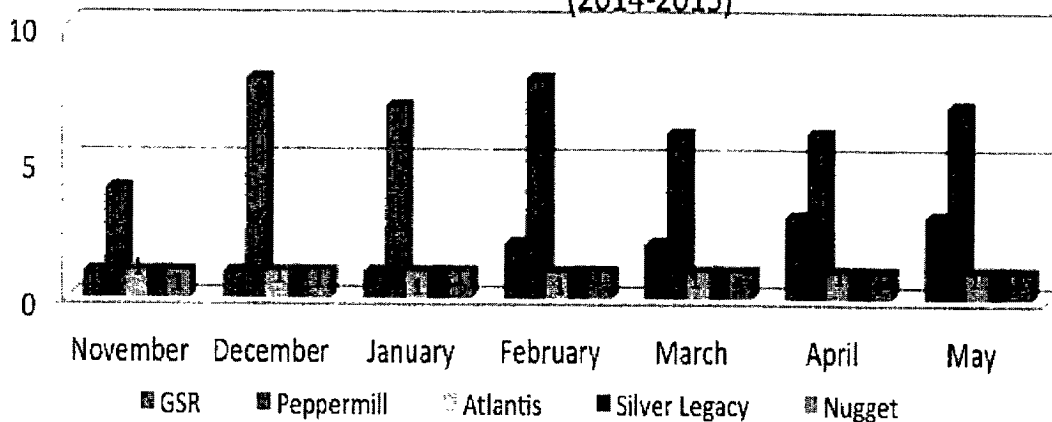
Number of Offers Received per Month
 \$250 ADT (Sacramento) Slot Player
 (2014-2015)



Number of Offers Received per Month
 \$100 ADT (Sacramento) Slot Player
 (2014-2015)



Number of Offers Received per Month
 \$50 ADT (Sacramento) Slot Player
 (2014-2015)



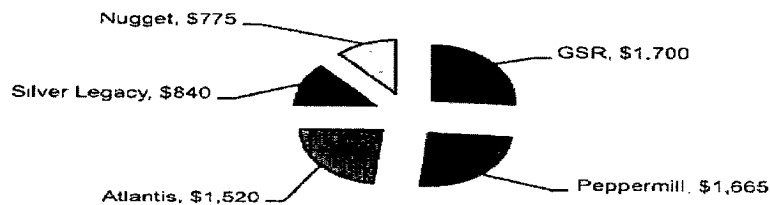
- The increase in the Peppermill's \$100 and \$50 ADT non-local customer offers received were due in part to large tracked losses on both accounts on a couple recent trips.

Overall Value of Direct Mail Offers & Promotions Received

The total estimated/perceived value of each casino's direct mail rewards offers received for May is compared in the chart & graph combinations on the following pages. This total value amount is our interpretation of the *perceived* value of all free play rewards, hotel, dining, event, promotions and tournament offers received this month.

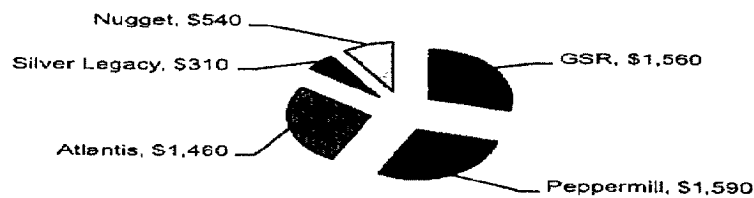
Reno Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$360	\$400	\$110	\$60	\$120
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$90
Dining Offer Amounts	\$15	\$120	\$0	\$15	\$30
Gift Items	\$100	\$0	\$20	\$0	\$0
Promotional Event Offers	\$320	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$240	\$210	\$270	\$0	\$360
Premium Special Events	\$150	\$150	\$150	\$150	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$75	\$75	\$300	\$75
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$75	\$225	\$375	\$75	\$0
Total Value of Direct Mail Offers Received	\$1,700	\$1,665	\$1,520	\$840	\$775

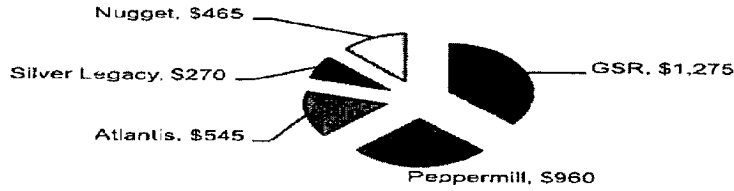
**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$225	\$400	\$50	\$56	\$60
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$0
Dining Offer Amounts	\$10	\$120	\$0	\$14	\$20
Gift Items	\$100	\$0	\$20	\$0	\$0
Promotional Event Offers	\$320	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$240	\$210	\$270	\$0	\$360
Premium Special Events	\$150	\$150	\$150	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$75	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$75	\$225	\$375	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,560	\$1,590	\$1,460	\$310	\$540

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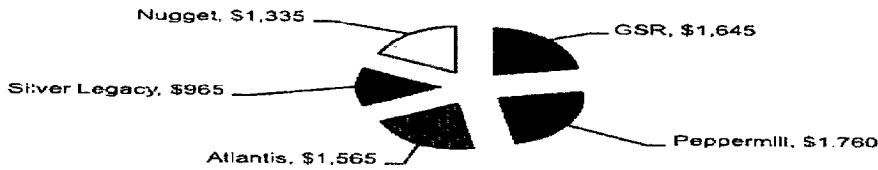
**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$90	\$40	\$35	\$24	\$0
Comp Hotel Rooms	\$360	\$90	\$80	\$0	\$0
Dining Offer Amounts	\$10	\$0	\$0	\$6	\$5
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$320	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$240	\$210	\$270	\$0	\$360
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$75	\$225	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,275	\$960	\$545	\$270	\$465

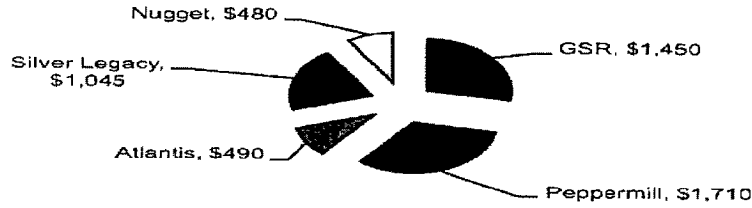
Sacramento Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



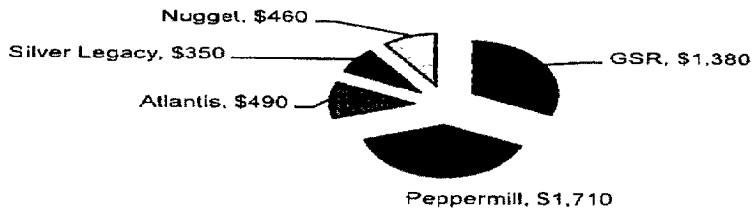
	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$160	\$150	\$100	\$20	\$140
Comp Hotel Rooms	\$450	\$405	\$360	\$180	\$450
Dining Offer Amounts	\$20	\$0	\$0	\$0	\$60
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$320	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$240	\$210	\$270	\$0	\$360
Premium Special Events	\$150	\$150	\$150	\$150	\$150
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$75	\$150	\$300	\$75
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$125	\$375	\$375	\$75	\$0
Total Value of Direct Mail Offers Received	\$1,645	\$1,760	\$1,565	\$965	\$1,335

**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers

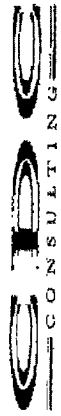


	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$120	\$100	\$15	\$25	\$0
Comp Hotel Rooms	\$450	\$405	\$45	\$180	\$0
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$20
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$320	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$240	\$210	\$270	\$0	\$360
Premium Special Events	\$0	\$150	\$0	\$150	\$0
Non-premium Special Events	\$0	\$75	\$0	\$75	\$0
Concert Event Offers	\$0	\$75	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$125	\$375	\$0	\$75	\$0
Total Value of Direct Mail Offers Received	\$1,450	\$1,710	\$490	\$1,045	\$480

**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



	GSR	Peppermill	Atlantis	Silver Legacy	Nugget
Free Play Received	\$50	\$100	\$15	\$20	\$0
Comp Hotel Rooms	\$450	\$405	\$45	\$90	\$0
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$0
Gift Items	\$100	\$0	\$0	\$0	\$0
Promotional Event Offers	\$320	\$320	\$160	\$240	\$100
Point Multipliers Offers	\$240	\$210	\$270	\$0	\$360
Premium Special Events	\$0	\$150	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$75	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$125	\$375	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,380	\$1,710	\$490	\$350	\$460



\$100 ADT Slot Player

Reno

Direct Mail Free Slot Play Offers Received

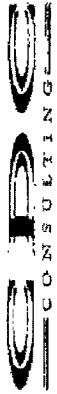
	In Work	2nd Week	3rd Week	4th Week	5th Week	6th Week	7th Week	8th Week	9th Week	10th Week	11th Week	12th Week	13th Week	14th Week	15th Week	16th Week	17th Week	18th Week	19th Week	20th Week	Sub Total	
CSB																						
Pepermill																						
Admitt																						
Bever-Leggy																						
Pezzerf																						



\$50 ADT Slot Player
Reno

Direct Mail Free Slot Play Offers Received

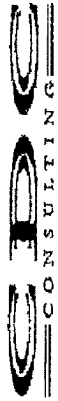
	November			December			January		
	1st Week	2nd Week	3rd Week	1st Week	2nd Week	3rd Week	1st Week	2nd Week	3rd Week
CSR									
Popcorn									
Mints									
Silver Luggage									
Nugget									



S250 ADT Slot Player
Sacramento

Direct Mail Free Slot Play Offers Received

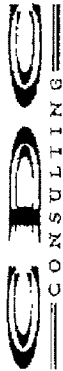
City	November		December		January		February		March		April		May		June	
	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week
CSZ																
Poppermill																
Altaville																
Silver Legacy																
Nugget																



\$100 ADT Slot Player
Sacramento

Direct Mail Free Slot Play Offers Received

Player Name	October		November		December		January		February	
	In Week	Out of Week	In Week	Out of Week	In Week	Out of Week	In Week	Out of Week	In Week	Out of Week
GSR										
Peppermint										
Atlanta										
Silver Legacy										
Nugget										



Direct Mail Offer Comparison by Category
\$250 ADT Reno Player
 (January 2015)

City	Hotel	Hotel Offer	Hotel Offer	Hotel Offer	Hotel Offer	Hotel Offer				
GSR	Total Offers Received 5	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> * \$40 free slot play (valid Jan 2-3) * \$40 free slot play (valid Jan 5-7) * \$40 free slot play (valid Jan 9-10) * \$40 free slot play (valid Jan 12-14) * \$40 free slot play (valid Jan 16-17) * \$40 free slot play (valid Jan 19-21) * \$40 free slot play (valid Jan 23-24) * \$40 free slot play (valid Jan 26-28) * \$40 free slot play (valid Jan 30-31) 	<ul style="list-style-type: none"> * (2) free nights - Any Day - Jan 1-31 * up to (4) Hotel stays up to (2) nights any day (8 nights total - 7 days between trips) 	<ul style="list-style-type: none"> * \$15 Dining Credit (Jan 1-30) 	<ul style="list-style-type: none"> * \$500 Fabric Games Riteview * Nov 1 - January 25, 2015 * \$2,000 Weekly Drawings each Sunday * Grand Finale \$26,000 drawing on January 25, 2015 * 12/31 at 4 & 7pm and 1/1 at 1am and 4pm 	<ul style="list-style-type: none"> Sunday Gift Give Aways * Each Sunday (2-8p) * Quiet Slot Cooker (1/4) * 2-4p Electric Personal Food Processor (1/11) * 1 Qi Charging Baking Dish (1/18) * 3 - Piece Food bowl set (1/25) 	<ul style="list-style-type: none"> \$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores wrt Slot Play * Free for Grand, Elite and Legend 	<ul style="list-style-type: none"> \$10,000 Royal Riches Video Poker * January 9-11 * \$3,000 Top Prize * 50 Winners 	<ul style="list-style-type: none"> \$50,000 Winter Wonderland Slot Tourney * January 23-25 * \$12,000 Top Prize * 200 winners
		Free Dining Credit	<ul style="list-style-type: none"> * \$15 Dining Credit (Jan 1-30) 	<ul style="list-style-type: none"> * \$500 Fabric Games Riteview * Nov 1 - January 25, 2015 * \$2,000 Weekly Drawings each Sunday * Grand Finale \$26,000 drawing on January 25, 2015 * 12/31 at 4 & 7pm and 1/1 at 1am and 4pm 	<ul style="list-style-type: none"> Sunday Gift Give Aways * Each Sunday (2-8p) * Quiet Slot Cooker (1/4) * 2-4p Electric Personal Food Processor (1/11) * 1 Qi Charging Baking Dish (1/18) * 3 - Piece Food bowl set (1/25) 	<ul style="list-style-type: none"> \$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores wrt Slot Play * Free for Grand, Elite and Legend 	<ul style="list-style-type: none"> \$10,000 Royal Riches Video Poker * January 9-11 * \$3,000 Top Prize * 50 Winners 	<ul style="list-style-type: none"> \$50,000 Winter Wonderland Slot Tourney * January 23-25 * \$12,000 Top Prize * 200 winners 		
Peppermill	Total Offers Received 9	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$50 free slot play (valid Jan 6-9) * \$50 free slot play (valid Jan 10) * \$50 free slot play (valid Jan 13-16) * \$50 free slot play (valid Jan 17) * \$50 free slot play (valid Jan 20-23) * \$50 free slot play (valid Jan 24) * \$50 free slot play (valid Jan 27-29) 	<ul style="list-style-type: none"> * (2) free nights in Tuscan Tower (Jan 4-30) 	<ul style="list-style-type: none"> * \$15 Dining Credit * Monday's Jan 4, 11, 18 & 25 	<ul style="list-style-type: none"> Super Bowl * Jan 23-24 * \$20,000 Drawing Weekend * \$10,000 Grand Prize - Saturday at 5p 	<ul style="list-style-type: none"> Testa Giveaway * through March 2014 * Colizzaoaters daily * \$90k Grand Finals Weekend March 20-21, 2015 * Testa Car - Grand Prize 	<ul style="list-style-type: none"> Triple Header Slot Tournament * January 4-5 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize 	<ul style="list-style-type: none"> Triple Header Slot Tournament * January 11-12 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize 	<ul style="list-style-type: none"> Crazy 777's Slot Tournament * January 19-20 * (1) Free entry * 40,000 Prize Pool - \$7,777 first prize
		Free Dining Credit	<ul style="list-style-type: none"> * \$15 Dining Credit * Monday's Jan 4, 11, 18 & 25 	<ul style="list-style-type: none"> Super Bowl * Jan 23-24 * \$20,000 Drawing Weekend * \$10,000 Grand Prize - Saturday at 5p 	<ul style="list-style-type: none"> Testa Giveaway * through March 2014 * Colizzaoaters daily * \$90k Grand Finals Weekend March 20-21, 2015 * Testa Car - Grand Prize 	<ul style="list-style-type: none"> Triple Header Slot Tournament * January 4-5 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize 	<ul style="list-style-type: none"> Triple Header Slot Tournament * January 11-12 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize 	<ul style="list-style-type: none"> Crazy 777's Slot Tournament * January 19-20 * (1) Free entry * 40,000 Prize Pool - \$7,777 first prize 		
Atlantis	Total Offers Received 5	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$25-\$500 Free Play (Jan 3) * \$20 Free Play (Jan 5-7) * \$20 Free Play (Jan 12-14) * \$20 Free Play (Jan 19-21) * \$25-\$500 Free Play (Jan 24) 	<ul style="list-style-type: none"> * (2) free nights Deluxe Tower (Jan 2-10) * Deluxe Tower valid up to (8) nights 	<ul style="list-style-type: none"> Unbreakable "King of Pop" * January 1-2 * (2) free tickets to party * (2) free nights 	<ul style="list-style-type: none"> Dream Big Win Blogger * January 9-11 * \$40,000 in cash and prizes * 60 Winners 	<ul style="list-style-type: none"> \$40,000 New Years Riches Slot Tournament * January 3-4 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 165 Winners * Buffet for (2) * (7) free nights Hotel 	<ul style="list-style-type: none"> Point Multipliers (Tier Points) * 4X Tier Points every Sunday & Wednesday 	<ul style="list-style-type: none"> Point Multipliers (Tier Points) * 4X Points every Wednesday * 5X Points January 23-24 * 7X Points January 2, 3, 30 	<ul style="list-style-type: none"> Point Multipliers (Tier Points) * 4X Tier Points every Sunday & Wednesday
		Free Dining Credit	<ul style="list-style-type: none"> * \$15 Dining Credit * Monday's Jan 4, 11, 18 & 25 	<ul style="list-style-type: none"> Unbreakable "King of Pop" * January 1-2 * (2) free tickets to party * (2) free nights 	<ul style="list-style-type: none"> Dream Big Win Blogger * January 9-11 * \$40,000 in cash and prizes * 60 Winners 	<ul style="list-style-type: none"> \$40,000 New Years Riches Slot Tournament * January 3-4 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 165 Winners * Buffet for (2) * (7) free nights Hotel 	<ul style="list-style-type: none"> Point Multipliers (Tier Points) * 4X Tier Points every Sunday & Wednesday 	<ul style="list-style-type: none"> Point Multipliers (Tier Points) * 4X Points every Wednesday * 5X Points January 23-24 * 7X Points January 2, 3, 30 	<ul style="list-style-type: none"> Point Multipliers (Tier Points) * 4X Tier Points every Sunday & Wednesday 	



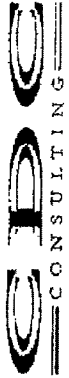
Direct Mail Offer Comparison by Category
\$250 ADT Reno Player
 (January 2015)

Category	Offer Description	Value	Notes
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer	\$23 free slot play (valid Jan 5) \$23 free slot play (valid Jan 12) \$23 free slot play (valid Jan 19) \$23 free slot play (valid Jan 26)	
	\$39 Room Rates Sunday - Thursday - Jan 1-31		
	\$23 Resort Credit for Hotel Items		
	Cedric the Entertainer - January 2	(2) free tickets Aaron Lewis - January 16 George Lopez - January 17 So You Think You Can Dance - January 30	
Mingus Total Offers Received 4	Free Slot Play Offer & Hotel Offer	\$15 free slot play (valid Jan 4-9) \$15 free slot play (valid Jan 9-13) \$15 free slot play (valid Jan 20-23) \$15 free slot play (valid Jan 28-29)	
	\$10 Dining Credit (Jan 5-8)		
	\$10 Dining Credit (Jan 14-17)		
	Supper Bowl	February 1st (2) tickets	
Mingus Total Offers Received 4	Supper Bowl	February 1st (2) tickets	
	Anniversary Luxury Car Giveaway	Through January 18 \$50,000 total prizes - Lexus as Grand Prize	
	Point Multipliers (Comps)	4X Points Jan 2, 3, 9, 10, 16, 17 3X Points Jan 6, 7, 19, 21, 28, 29 2X Points Jan 14, 15	
	\$1 Million Dollar Game Changers	Play daily Legacy Video Lotto Random Fishes Big Strike Progressive Break the Bank Bonuses	
Mingus Total Offers Received 4	\$10,000 VIP Party Bingo	January 10 \$10,000 prize pool (1) free entry	
	\$24,000 777 Slot Tournament	January 23-25 (1) free entry \$20,000 Prize Pool - \$5,000 first prize	
	\$16,000 Bingo Blitz	January 15 (1) free entry	
	\$20,000 AFC/NFC Wacky Slot Tournament	January 16-18 (2) free entry each day (3) Tournaments with 1,000 Prize Packages	



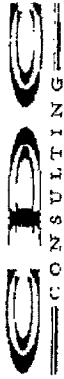
Direct Mail Offer Comparison by Category \$100 ADT Reno Player (January 2015)

Category	Offer Description	Prize/Details	Restrictions/Notes
GSR	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> \$25 free slot play (valid Jan 2-3) \$25 free slot play (valid Jan 5-7) \$25 free slot play (valid Jan 9-10) \$25 free slot play (valid Jan 12-14) \$25 free slot play (valid Jan 16-17) \$25 free slot play (valid Jan 19-21) \$25 free slot play (valid Jan 23-24) \$25 free slot play (valid Jan 26-28) \$25 free slot play (valid Jan 30-31) 	<ul style="list-style-type: none"> (2) free nights - Any Day - Jan 1-31 up to (4) Hotel stays up to (2) nights any day (& nights total - 7 days between trips)
	Free Dining Credit	\$10 Dining Credit (Jan 1-30)	
Peppermill	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> \$50 free slot play (valid Jan 6-9) \$50 free slot play (valid Jan 10) \$50 free slot play (valid Jan 13-16) \$50 free slot play (valid Jan 17) \$50 free slot play (valid Jan 20-23) \$50 free slot play (valid Jan 24) \$50 free slot play (valid Jan 27-28) 	<ul style="list-style-type: none"> (2) free nights in Tuscan Tower (Jan 4-30)
	Free Dining Credit	\$30 Dining Credit (Monday's Jan 4, 11, 18 & 25)	
Aloha	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> \$15-\$200 Free Play (Jan 3) \$10 Free Play (Jan 5-7) \$10 Free Play (Jan 12-14) \$10 Free Play (Jan 19-21) \$15 \$100 Free Play (Jan 24) 	<ul style="list-style-type: none"> (2) free nights Deluxe Tower (Jan 2-30) Deluxe Tower valid up to (8) nights
	Free Dining Credit	\$30 Dining Credit (Monday's Jan 4, 11, 18 & 25)	
GSR	\$50,000 Table Games Blowout	<ul style="list-style-type: none"> Nov 1 - January 25, 2015 \$2,000 Weekly Drawings each Sunday Grand Finale \$28,000 drawing on January 25, 2015 12/31 at 4, 7pm and 1/1 at 1am and 4pm 	
	Super Bowl	<ul style="list-style-type: none"> February 1st (2) tickets 	
Peppermill	Super Sweepstakes Weekend	<ul style="list-style-type: none"> Jan 23-24 \$30,000 Drawing Weekend \$10,000 Grand Prize - Saturday at 9p (2) free nights 	
	Super Bowl	<ul style="list-style-type: none"> February 1st (2) tickets 	
Aloha	Unbreakable "King of Pop"	<ul style="list-style-type: none"> January 1-2 (2) free tickets to party (2) free nights 	
	Super Bowl	<ul style="list-style-type: none"> February 1st (2) tickets 	
GSR	Sunday Gift Give Aways	<ul style="list-style-type: none"> Erect Sunday (2-8p) 2 Quart Slow Cooker (1/4) 2-cup Electric Personal Food Processor (1/11) 1 Out-Comingware Baking Dish (1/18) 3 - Piece Food bowl set (1/25) 	
	Play Your Points	<ul style="list-style-type: none"> January 3 & 28 (10am-10pm) Exchange comps for Free play (2-1) 	
Peppermill	Free Play Fridays	<ul style="list-style-type: none"> \$4,000 in Free play (5p-10p) \$500 in Free play each half hour and \$1,000 winner at 10p 	
	Multipliers	<ul style="list-style-type: none"> Every Thursday 2x Platinum, 3x Legend, 5x Elite, 7x Grand 	
Aloha	Teals Giveaway	<ul style="list-style-type: none"> through March 20:4 Collect letters daily \$90k Grand Finale Weekend - March 20-21, 2015 Tesla Car - Grand Prize 	
	Point Multipliers (Comps)	<ul style="list-style-type: none"> 4x Points every Wednesday 5x Points Saturday 23-24 7x Points January 2, 3, 30 	
GSR	Triple Header Slot Tournament	<ul style="list-style-type: none"> January 4-5 (1) Free entry \$20,000 P/L Pool - \$7,500 first prize 	
	Triple Header Slot Tournament	<ul style="list-style-type: none"> January 11-12 (1) Free entry \$20,000 Prize Pool - \$7,500 first prize 	
Peppermill	Crazy 777's Slot Tournament	<ul style="list-style-type: none"> January 19-20 (1) Free entry 40,000 Prize Pool - \$7,777 first prize 	
	Cabin Fever Bingo	<ul style="list-style-type: none"> January 25 (1) Free entry \$60,000 Prize Pool 	
Aloha	\$40,000 New Years Riches Slot Tournament	<ul style="list-style-type: none"> January 3-4 (1) Free entry \$40,000 Prize Pool - \$10,000 first Prize 185 Winners Buffet for (2) (2) free nights Hotel 	
	\$40,000 Time to Tackle Another Slot Tournament	<ul style="list-style-type: none"> January 25-26 (1) Free entry \$40,000 Prize Pool - \$10,000 first Prize 150 Winners Buffet for (2) (2) free nights Hotel 	



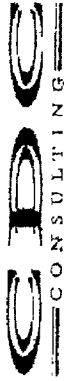
Direct Mail Offer Comparison by Category
\$100 ADT Reno Player
 (January 2015)

<p>Silver Legacy <i>Total Offers Received</i> 1</p>	<p>Free Slot Play Offer & Hotel Offer * \$13 free slot play (valid Jan 5) * \$13 free slot play (valid Jan 12) * \$13 free slot play (valid Jan 19) * \$13 free slot play (valid Jan 26)</p>		<p>\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses</p>	
<p>Nugget <i>Total Offers Received</i> 3</p>	<p>Free Slot Play Offer & Hotel Offer * \$10 free slot play (valid Jan 4-8) * \$10 free slot play (valid Jan 9-13) * \$10 free slot play (valid Jan 23-26) * \$10 free slot play (valid Jan 26-29)</p>	<p>Free Room Rates Sunday - Thursday - Jan 1-30 * \$13 Resort Credit for Hotel Items</p>	<p>\$100,000 Vacations on Us * December 8, March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize: \$50,000 Grand Prize Drawing - 20k 1st)</p>	<p>Anniversary Luxury Car Giveaway * Through January 18 * \$50,000 total prizes - Lexus as Grand Prize</p> <p>Point Multipliers (Comps) * 4X Points Jan 2,3,9,10,16,17 * 3X Points Jan 6,7,19,21,25,29 * 2X Points Jan 14,15</p>
			<p>\$10,000 VIP Party Bingo * January 10 * \$10,000 prize pool * (1) free entry</p>	
			<p>\$20,000 777 Slot Tournament * January 23-25 * (1) free entry * \$20,000 Prize Pool - \$5,000 first prize</p>	



Direct Mail Offer Comparison by Category
\$50 ADT Reno Player
 (January 2015)

Category	Offer Description	Prizes / Details	Restrictions / Dates
GSR	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> * \$10 free slot play (valid Jan 2-3) * \$10 free slot play (valid Jan 5-7) * \$10 free slot play (valid Jan 9-10) * \$10 free slot play (valid Jan 12-14) * \$10 free slot play (valid Jan 16-17) * \$10 free slot play (valid Jan 18-21) * \$10 free slot play (valid Jan 23-24) * \$10 free slot play (valid Jan 26-28) * \$10 free slot play (valid Jan 30-31) 	<ul style="list-style-type: none"> * (2) free nights - Any Day - Jan 1-31 * Up to (4) hotel stays up to (2) nights any day (8 nights total - 7 days between trips)
	Free Dining Credit	* 2-1 Buffet (Jan 1-30)	
Peppermill	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$10 free slot play (valid Jan 6-9) * \$10 free slot play (valid Jan 10) * \$10 free slot play (valid Jan 13-16) * \$10 free slot play (valid Jan 17) * \$10 free slot play (valid Jan 20-23) * \$10 free slot play (valid Jan 24) * \$10 free slot play (valid Jan 27-29) 	<ul style="list-style-type: none"> * (2) free nights in Tuscan Tower (Jan 4-30)
	Free Dining Credit	* Monday's Jan 4, 11, 18 & 25	
Atlantis	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$10-\$100 Free Play (Jan 3) * \$5 Free Play (Jan 5-7) * \$5 Free Play (Jan 12-14) * \$5 Free Play (Jan 19-21) * \$10-\$100 Free Play (Jan 24) 	<ul style="list-style-type: none"> * 2-1 room nights Deluxe Tower (Jan 4-30) * Deluxe Tower valid up to (3) nights
	Free Dining Credit	* Monday's Jan 4, 11, 18 & 25	



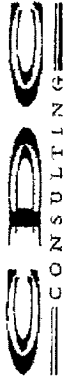
Direct Mail Offer Comparison by Category
\$50 ADT Reno Player
 (January 2015)

<p>Silver Legacy</p> <p><i>Total Offers Received</i> 1</p>	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$6 free slot play (valid Jan 5) * \$8 free slot play (valid Jan 12) * \$6 free slot play (valid Jan 19) * \$3 free slot play (valid Jan 26) * \$8 free slot play (valid Dec 29) <p>* \$39 Room Rates Sunday - Thursday - January 1-30</p> <p>* \$5 Resort Credit for Hotel Items</p>	<p>\$1 Million Dollar Game Changers</p> <ul style="list-style-type: none"> * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses <p>\$100,000 Vacations on Us</p> <ul style="list-style-type: none"> * December 8 - March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20k 1st) 	
<p>Mugget</p> <p><i>Total Offers Received</i> 1</p>	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$5 free slot play (valid Jan 4-8) * \$5 free slot play (valid Jan 9-13) * \$5 free slot play (valid Jan 23-26) * \$5 free slot play (valid Jan 28-29) 	<p>Anniversary Luxury Car Giveaway</p> <ul style="list-style-type: none"> * Through January 18 * \$50,000 total prizes - 1 extra as Grand Prize <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 4X Points Jan 2,3,9,10,16,17 * 5X Points Jan 6,7,19,21,28,29 * 2X Points Jan 14,15 	



Direct Mail Offer Comparison by Category
\$250 ADT Sacramento Player
 (January 2015)

Category	Offer Description	Offer Details	Offer Expiration	Offer Status
GSR	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> \$80 free slot play (valid Jan 2-13) \$80 free slot play (valid Jan 15-30) (2) free nights - any day - Jan 1-31 Multiple stays allowed - up to (14) nights \$20 Dining Credit valid Jan 1-31 	<ul style="list-style-type: none"> Nov 1 - January 25, 2015 \$2,000 Weekly Drawings each Sunday Grand Finale \$26,000 drawing on January 25, 2015 12/31 at 4:00pm and 1/1 at 10am and 4pm 	<ul style="list-style-type: none"> \$5,000 Lucky Bonus Slot Tournament Each Tuesday (1-8p) Top 100 Scores win Slot Play Free for Grand, Elite and Legend
	Total Offers Received	6		
Peppermill	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> \$75 free slot play (January 4-29 excluding 1/22-25) \$75 free slot play (January 23-24) (3) Free Nights - Tuscan Tower January 4-31 (2) free nights - January 2-4 	<ul style="list-style-type: none"> Through March 2014 Collect letters daily \$30K Grand Finale Weekend - March 20-21, 2015 Tequila Cat - Grand Prize 	<ul style="list-style-type: none"> \$10,000 Royal Riches Video Poker January 9-11 \$8,000 Top Prize 50 winners (2) free nights
	Total Offers Received	10		
Atlantis	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> \$50 free play (Jan 5-13) \$50-\$500 free play (Jan 24) (2) Free Nights - January 1-30 (2) Free Nights - January 9-11 (3) Free Nights - January 23-26 	<ul style="list-style-type: none"> January 3-4 January 4-5 (1) free entry \$70,000 Prize Pool - \$7,500 first prize (3) free nights 	<ul style="list-style-type: none"> \$50,000 Winter Wonderland Slot Journey January 23-25 \$12,000 Top Prize 200 winners (3) free nights
	Total Offers Received	9		



Direct Mail Offer Comparison by Category
\$250 ADT Sacramento Player
(January 2015)

<p>Silver Legacy Total Offers Received 2</p>	<p>Free Slot Play Offer & Hotel Offer <ul style="list-style-type: none"> * \$25 free slot play (valid Jan 1-31) * (3) Free nights (Jan 1-31) * \$100 Resort Credit (Jan 1-31) * (2) Free nights through Jan 31 </p>	<p>Aaron Lewis - January 16 <ul style="list-style-type: none"> * (2) free Tickets <p>George Lopez - January 17 <ul style="list-style-type: none"> * (2) free Tickets <p>So You Think You Can Dance - January 30 <ul style="list-style-type: none"> * (2) free Tickets <p>Super Bowl <ul style="list-style-type: none"> * February 1st * Grand Exposition Hall * (2) free Tickets </p> </p></p></p>	<p>\$1 Million Dollar Game Changers <ul style="list-style-type: none"> * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Risk the Bank Bonuses <p>\$100,000 Vacations on Us <ul style="list-style-type: none"> * December 8- March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$80,000 Grand Prize Drawing - 20k 1st) </p> </p>	<p>\$15,000 Bingo Blitz <ul style="list-style-type: none"> * January 15 * (1) free entry <p>\$20,000 AFC/NFC Wacky Slot Tourney <ul style="list-style-type: none"> * January 15-18 * (3) free entry each day * (3) Tournaments with Three Prize Packages </p> </p>
<p>Nugget Total Offers Received 4</p>	<p>Free Slot Play Offer & Hotel Offer <ul style="list-style-type: none"> * \$35 free slot play (valid Jan 2-8) * \$35 free slot play (valid Jan 9-18) * \$35 free slot play (valid Jan 19-22) * \$35 free slot play (valid Jan 23-26) * \$30 Dining Credit (Jan 2-18) * \$30 Dining Credit (Jan 21-30) * (2) Free nights (Jan 2-13) * (2) Free nights (Jan 18-31) </p>	<p>Super Bowl <ul style="list-style-type: none"> * February 1st * (2) tickets * (2) free nights </p>	<p>Anniversary Luxury Car Giveaway <ul style="list-style-type: none"> * Through January 18 * \$50,000 total prizes - Lexus as Grand Prize <p>Point Multipliers (Comps) <ul style="list-style-type: none"> * 4X Points Jan 2, 3, 8, 10, 16, 17 * 3X Points Jan 6, 7, 19, 21, 28, 29 * 2X Points Jan 14, 15 </p> </p>	<p>\$10,000 VIP Party Bingo <ul style="list-style-type: none"> * January 10 * \$10,000 prize pool * (1) free entry <p>\$20,000 777 Slot Tournament <ul style="list-style-type: none"> * January 23-25 * (1) free entry * \$20,000 Prize Pool - \$5,000 first prize </p> </p>



Direct Mail Offer Comparison by Category
\$100 ADT Sacramento Player
 (January 2015)

Category	Offer Description	Prizes / Benefits	Restrictions / Terms
GSR Total Offers Received 4	Free Slot Play & Hotel Offer * \$50 free slot play (valid Jan 2-13) * \$50 free slot play (valid Jan 15-30) * (2) free nights - any day - Jan 1-31 * Multiple stays allowed - up to (14) nights * \$15 Dining Credit * valid Jan 1-31	<ul style="list-style-type: none"> \$50,000 Table Games Blowout <ul style="list-style-type: none"> Nov 4 - January 25, 2015 62,000 Weekly Drawings each Sunday Grand Finale \$25,000 drawing on January 25, 2015 12:31 at 4 X /pm and 1/1 at 1am and 4pm Super Bowl <ul style="list-style-type: none"> February 1st (2) tickets (2) free nights 	<ul style="list-style-type: none"> Sunday Gift Give Always <ul style="list-style-type: none"> Each Sunday (2-8p) 2 Quart Slow Cooker (1/4) 2-3up Electric Personal Food Processor (1/11) 1 Qt Comrigware Baking Dish (1/18) 3 - Piece Food bowl set (1/25) Play your Points <ul style="list-style-type: none"> January 3 & 26 (10am-10pm) Exchange chips for free play (2-1) Free Play Fridays <ul style="list-style-type: none"> \$4,000 in Free play (5p-10p) \$300 in Free play each half hour and \$1,000 winner at 10p Multipliers <ul style="list-style-type: none"> Every Thursday 2x Platinum, 3x Legend, 5x Elite, 7x Grand
	Free Slot Play Offer & Hotel Offer * \$25 free slot play (January 4-23 excluding 1/22, 25) * \$50 free slot play (Jan 23-24) * (3) Free Nights - Peppermill Tower (Sun-Fri) * Jan 1-30 * (2) free nights - Jan 2-4	<ul style="list-style-type: none"> Super Sweepstakes Weekend <ul style="list-style-type: none"> Jan 23-24 \$30,000 Drawing Weekend \$10,000 Grand Prize - Saturday at 9p (2) free nights 	<ul style="list-style-type: none"> Triple Header Slot Tournament <ul style="list-style-type: none"> January 4-5 (1) Free entry \$20,000 Prize Pool - \$7,500 first prize (3) free nights Triple Header Slot Tournament <ul style="list-style-type: none"> January 11-17 (1) Free entry \$20,000 Prize Pool - \$7,500 first prize (3) free nights Crazy 777's Slot Tournament <ul style="list-style-type: none"> January 19-20 (1) Free entry \$40,000 Prize Pool - \$7,777 first prize (3) free nights Cabin Fever Bingo <ul style="list-style-type: none"> January 25 (1) Free entry \$50,000 Prize Pool (3) free nights
Atlantis Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$15 free play (Jan 5-13) * (1) Free Night - January 1-30 * Monday-Thursday	<ul style="list-style-type: none"> Dream Big Win Bigger <ul style="list-style-type: none"> January 9-11 \$40,000 in cash and prizes 60 Winners Spin3D Slot Party <ul style="list-style-type: none"> January 24 Friday and Saturday Drawings Point Multipliers (Comps) <ul style="list-style-type: none"> 4X Points Every Friday in January 2X Points Every Sunday in January 	<ul style="list-style-type: none"> Triple Header Slot Tournament <ul style="list-style-type: none"> January 4-5 (1) Free entry \$20,000 Prize Pool - \$7,500 first prize (3) free nights Triple Header Slot Tournament <ul style="list-style-type: none"> January 11-17 (1) Free entry \$20,000 Prize Pool - \$7,500 first prize (3) free nights Crazy 777's Slot Tournament <ul style="list-style-type: none"> January 19-20 (1) Free entry \$40,000 Prize Pool - \$7,777 first prize (3) free nights Cabin Fever Bingo <ul style="list-style-type: none"> January 25 (1) Free entry \$50,000 Prize Pool (3) free nights



Direct Mail Offer Comparison by Category
\$100 ADT Sacramento Player
(January 2015)

Category	Offer Description	Offer Details	Prizes / Benefits
Silver Legacy Total Offers Received: 2	<ul style="list-style-type: none"> Free Slot Play Offer & Hotel Offer * \$25 free slot play (valid January 1-31) * (2) Free nights (January 1-31) * \$25 Resort Credit (January 1-31) 	<ul style="list-style-type: none"> Amron Lewis - January 16 * (2) free Tickets George Lopez - January 17 * (2) free Tickets So You Think You Can Dance - January 30 * (2) free Tickets Super Bowl * February 1st Silver Baron Ballroom * (2) free Tickets 	<ul style="list-style-type: none"> \$15,000 Bingo Blitz * January 15 * (1) free entry \$20,000 AFC/NFC Wacky Slot Tourney * January 15-18 * (2) free entry each day * (2) Tournaments with Three Prize Packages
Midget Total Offers Received: 3	<ul style="list-style-type: none"> Free Slot Play Offer & Hotel Offer * \$10 free slot play (valid Jan 2-8) * \$10 free slot play (valid Jan 9-18) * \$10 free slot play (valid Jan 19-22) * \$10 free slot play (valid Jan 23-28) * \$10 Dining Credit (Jan 2-13) * \$10 Dining Credit (Jan 21-30) * (2) Free nights (January 1-15) * (2) Free nights (January 18-29) 	<ul style="list-style-type: none"> \$1 Million Dollar Game Changers * Play daily * Legacy Video Loto * Rankin Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 6- March 8 * Drawings on Friday, Saturday, and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20k 1st) 	<ul style="list-style-type: none"> \$10,000 VIP Party Bingo * January 10 * \$10,000 prize pool * (1) free entry \$20,000 777 Slot Tournament * January 23-26 * (1) free entry * \$20,000 Prize Pool - \$5,000 first prize



Direct Mail Offer Comparison by Category
\$50 ADU Sacramento Player
(January 2015)

Category	Offer	Details	Prizes
GSR	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> * \$25 free slot play (valid Jan 2-13) * \$25 free slot play (valid Jan 15-30) * (2) free nights - any day - Jan 1-31 * Multiple stays allowed - up to (14) nights * 2-1 Buffet * valid Jan 1-31 	<ul style="list-style-type: none"> * \$50,000 Table Games Blowout * Nov 1- January 25, 2015 * \$2,000 Weekly Drawings each Sunday * Grand Finale \$26,000 drawing on January 25, 2015 * 12/31 at 4 & 7pm and 1/1 at 1am and 4pm
	Total Offers Received	7	<ul style="list-style-type: none"> * \$5,000 Lucky Bonus Slot Tournament * Each Tuesday in (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend
Peppermill	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$25 free slot play (January 4, 28 excluding 1/22-25) * \$50 free slot play (Jan 23-24) * (2) Free Nights - Peppermill Tower (Sun-Fri) * Jan 1-30 * (2) free nights Jan 2-4 	<ul style="list-style-type: none"> * Sunday Gift Give Aways * Each Sunday (2-8p) * 2 Quart Slow Cooker (1/4) * 2-cup Electric Personal Food Processor (1/11) * 1 Qt Cominyware Baking Dish (1/18) * 3- Piece Food bowl set (1/25)
	Total Offers Received	7	<ul style="list-style-type: none"> * Triple Header Slot Tournament * January 4-5 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights
Atlantis	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$15 free play (Jan 5-13) * (1) Free Night - January 1-30 * Monday-Thursday 	<ul style="list-style-type: none"> * Play Your Points * January 3 & 26 (11am-10pm) * Exchange comps for Free play (2-1) * Free Play Fridays * \$4,000 in Free play (5p-10p) * \$300 in Free play each hour and \$1,000 winner at 10p
	Total Offers Received	1	<ul style="list-style-type: none"> * Crazy 777's Slot Tournament * January 19-20 * (1) Free entry * 40,000 Prize Pool - \$7,777 first prize * (2) free nights



Direct Mail Offer Comparison by Category
\$50 ADT Sacramento Player
 (January 2015)

Player	Offer	Prizes	Prizes
Silver Legacy Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$20 free slot play (valid January 1-31) * (2) Free nights (January 1-31)	\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8 - March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20K 1s)	
Nugget Total Offers Received 1	Free Slot Play Offer & Hotel Offer * \$5 free slot play (valid Jan 2-15) * \$5 free slot play (valid Jan 19-30) * (2) Free nights (January 2-31)	Anniversary Luxury Car Giveaway * Through January 18 * \$50,000 total prizes - Lexus as Grand Prize Point Multipliers (Comps) * 4X Points Jan 2,3,9,10,16,17 * 3X Points Jan 6,7,19,21,28,29 * 2X Points Jan 14,15	



Reno Casinos
Direct Mail Rewards Comparison & Analysis Report
February 2015

Overview:

The following report summarizes the information contained in the direct mail offers received for the month of February 2015. CDC Consulting maintains player's accounts at Peppermill, Atlantis, Silver Legacy and Nugget casinos and are included in this comparative direct mail analysis for Grand Sierra Resort and Casino.

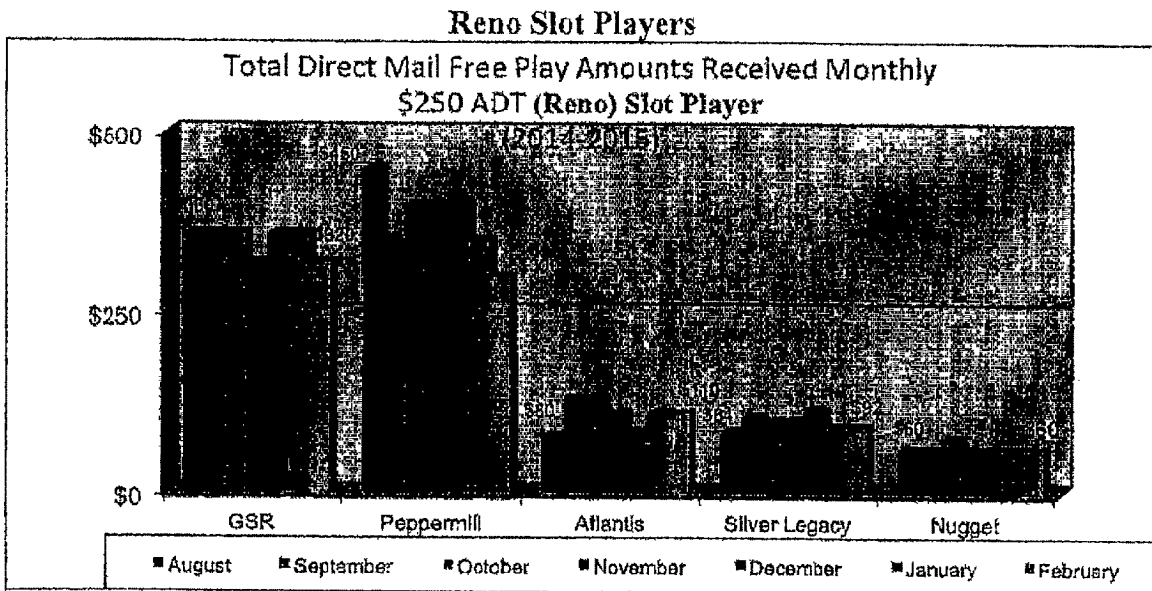
For baseline comparison purposes, six identical player accounts were established at Grand Sierra Resort and Casino. Comparable slot play takes place on each of these accounts each month as well.

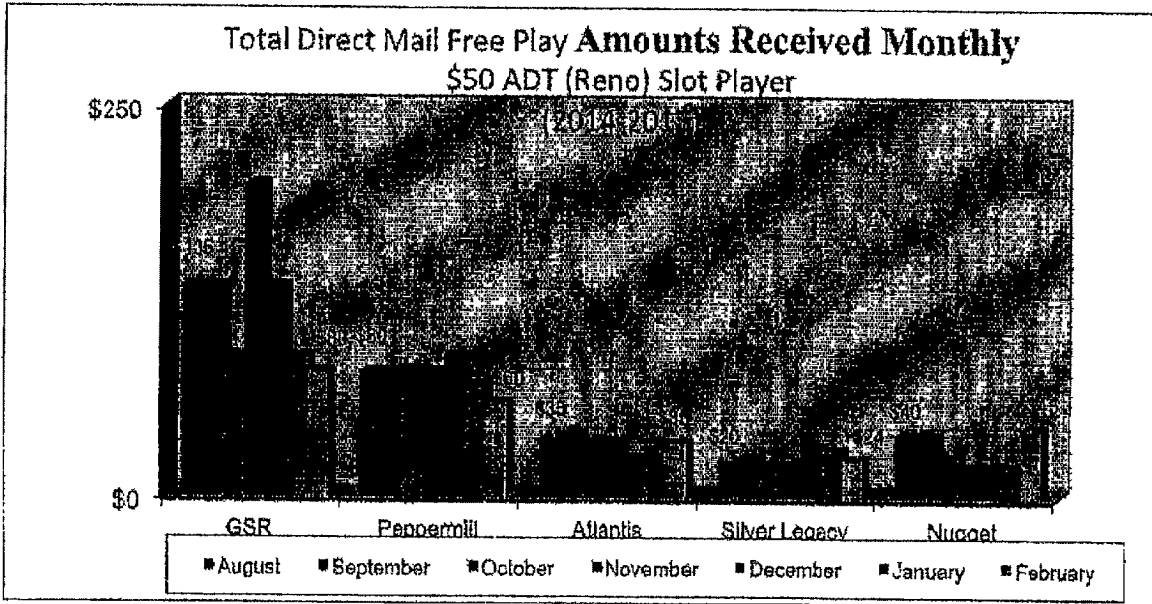
In order to review the direct mail offers received, (3) player accounts have been established at each casino using a *Reno* address and (3) player accounts using a *Sacramento* address. One player account at each address is played to **\$250 ADT, \$100 ADT and \$50 ADT.**

In order to achieve an "apples to apples" comparison, similar slots & denominations are played at each casino during the course of each month's gaming visit to these casinos.

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the local Reno area slot players in February are compared in the charts below.



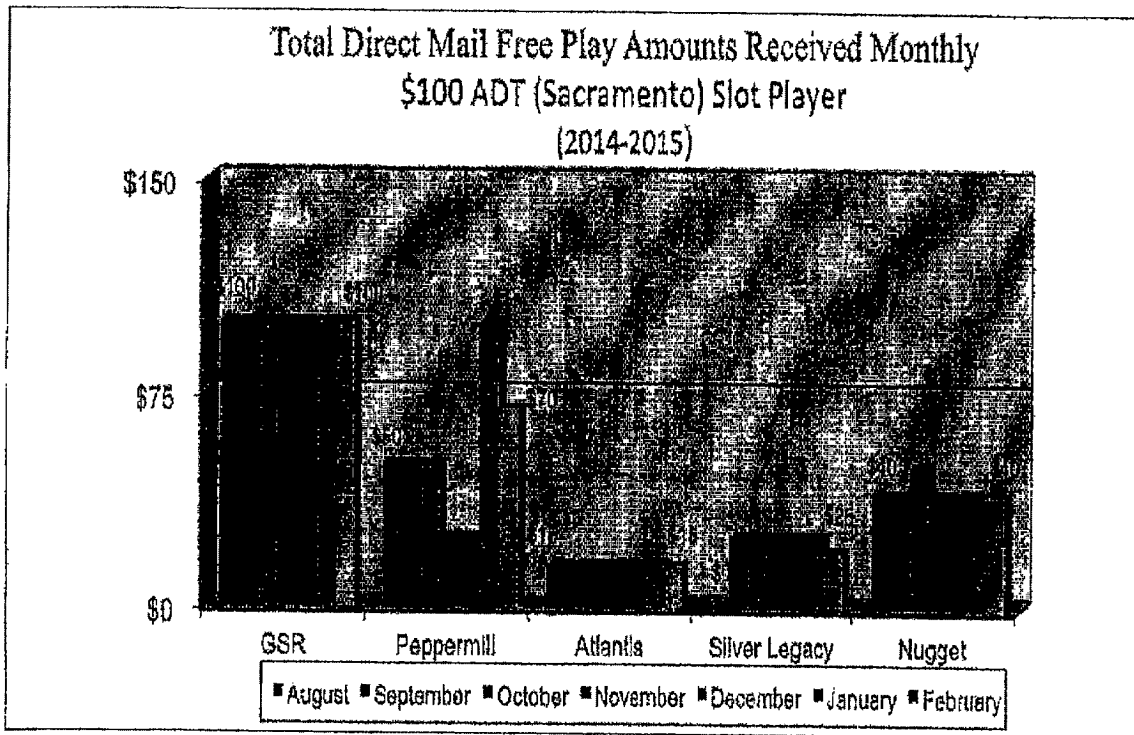
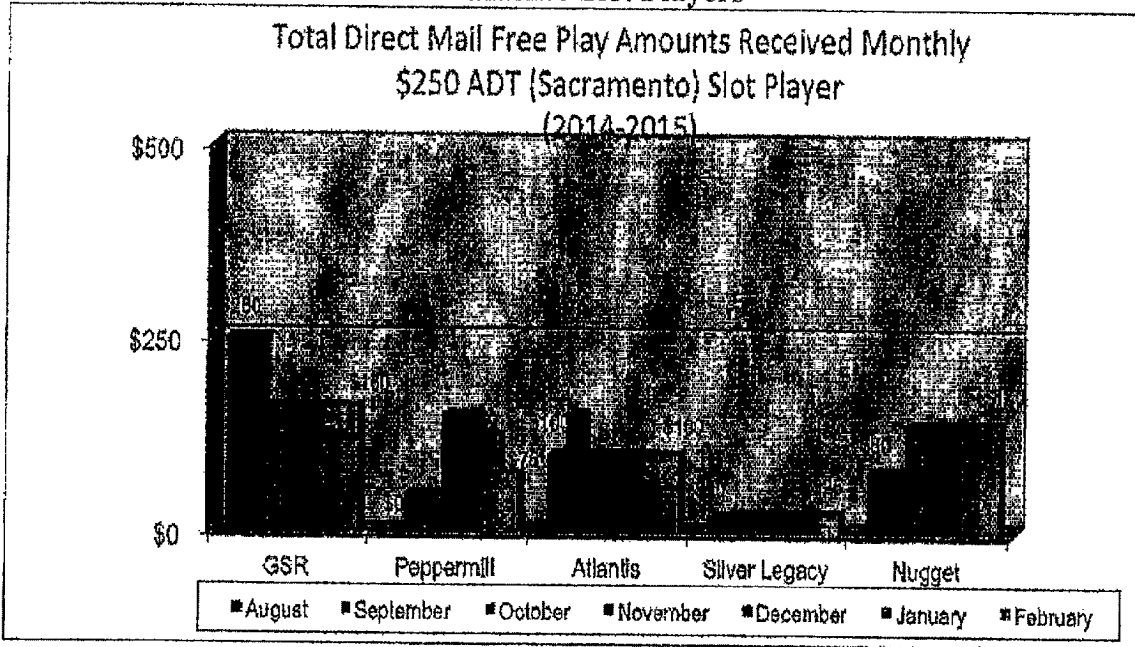


- Total free play grant days for the Reno local customers are listed below:
 1. GSR: 8
 2. Peppermill: 6
 3. Atlantis: 5
 4. Nugget: 4
 5. Silver Legacy: 4
- The Peppermill's \$100 ADT local customer increase in monthly free play is due to a large tracked loss on a recent trip

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the non-local Sacramento area slot players in February are compared in the charts below.

Sacramento Slot Players

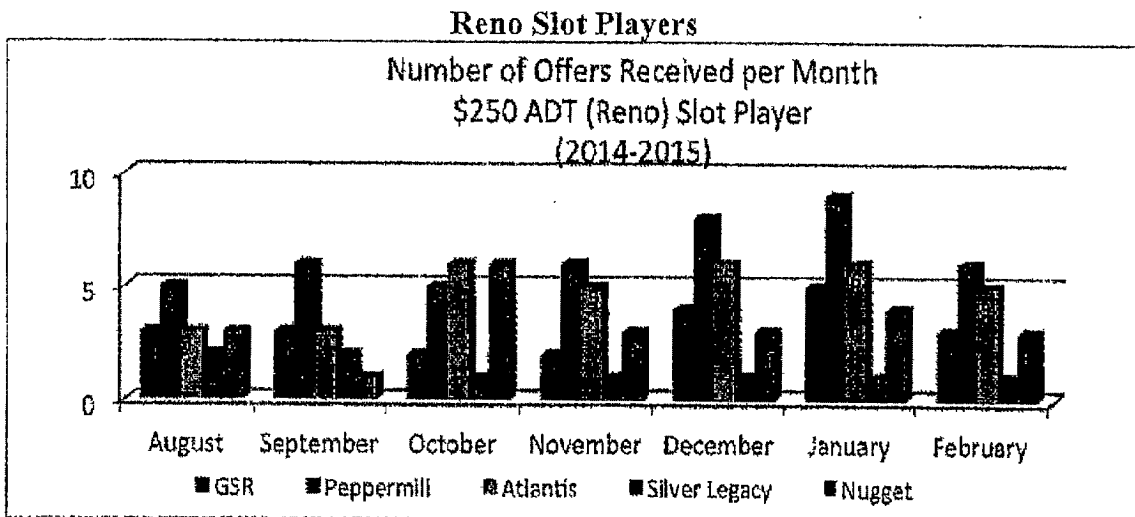


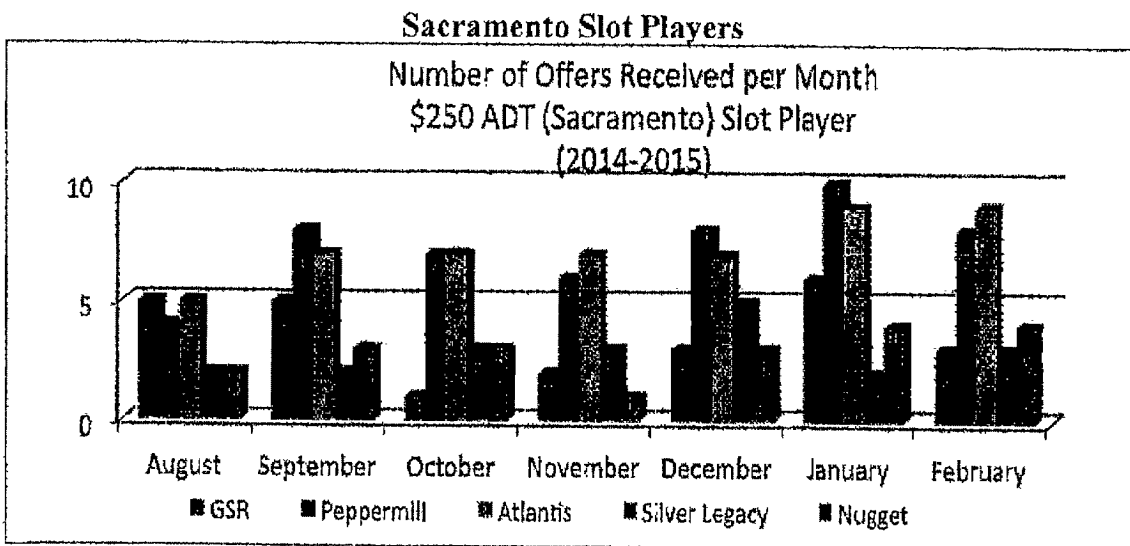
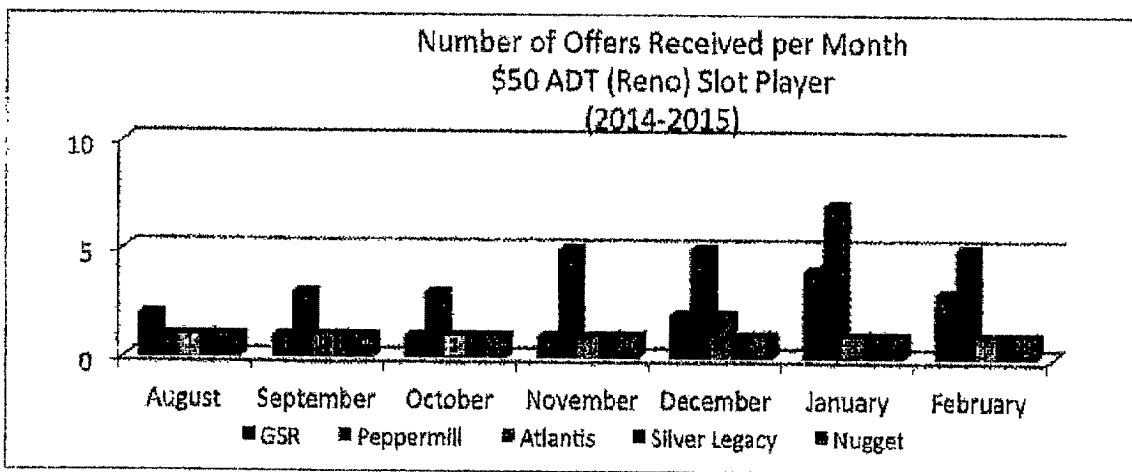
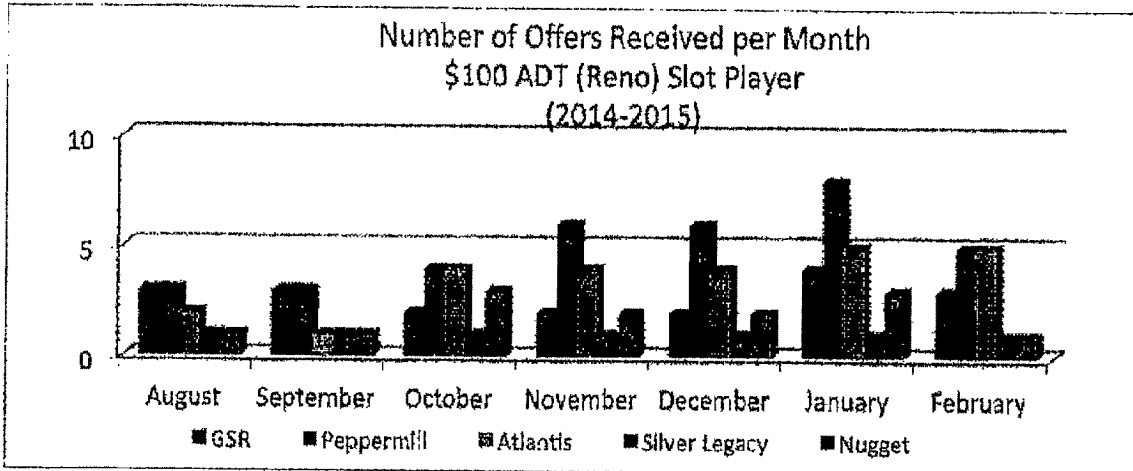


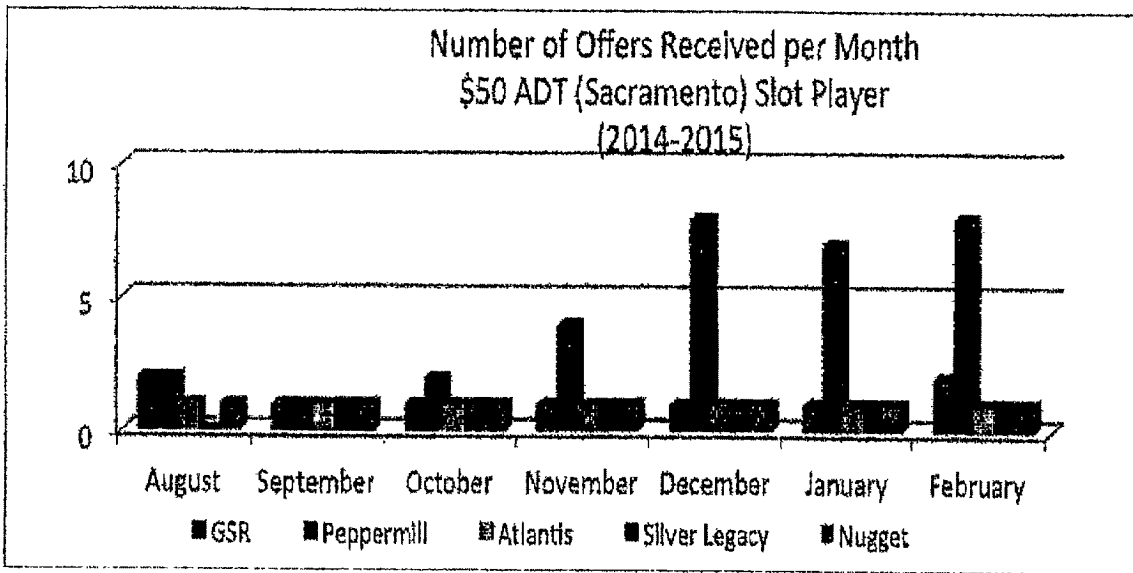
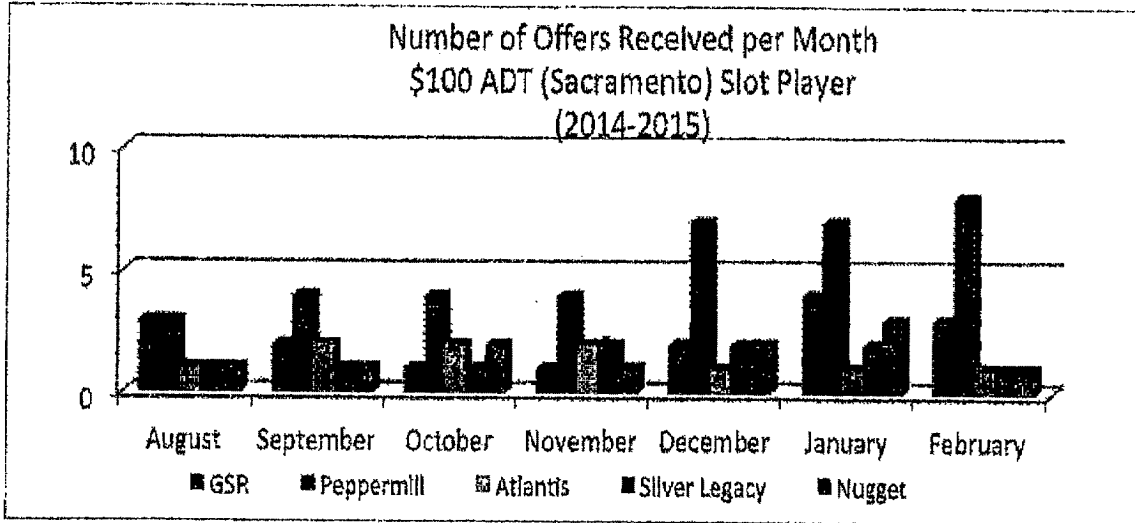
- The Peppermill's decrease in monthly free play in all three segments of non-local players is due to the fact that no "monthly" sweepstakes promotion was held in February. This event was held in December and January.
- The Peppermill's \$50 ADT non-local customer increase in free play is due to large tracked losses on recent trips.
- The Nugget \$50 ADT non-local customers free play offer went from \$5 twice a month to a one time "play and earn" offer for the month of February. Earn 50 points to receive \$5 in Free play, 250 points for a total of \$15 and 500 points for a total of \$30 in free play. *(see attached copy of this offer change by the Nugget)*

Direct Mail Offer/Promotional Volume Comparisons:

The volume of direct mail, email offers and promotions received by each of the player segments in the Reno and Sacramento areas over the past seven months are compared in the charts on the following pages.







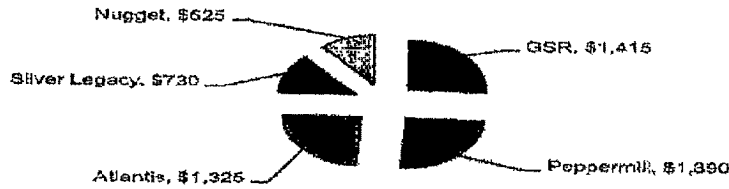
- The increase in the Peppermill's \$100 and \$50 ADT non-local customer offers received were due in part to large tracked losses on both accounts on recent trips.

Overall Value of Direct Mail Offers & Promotions Received

The total estimated/perceived value of each casino's direct mail rewards offers received for February is compared in the chart & graph combinations on the following pages. This total value amount is our interpretation of the *perceived* value of all free play rewards, hotel, dining, event, promotions and tournament offers received this month.

Reno Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



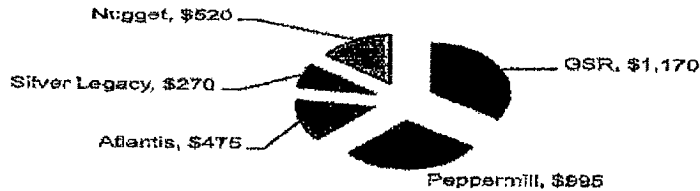
Free Play Received	\$320	\$300	\$110	\$92	\$60
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$0
Dining Offer Amounts	\$15	\$120	\$0	\$23	\$20
Gift Items	\$60	\$0	\$20	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$240	\$240	\$0	\$330
Premium Special Events	\$0	\$0	\$150	\$0	\$0
Non-premium Special Events	\$0	\$75	\$75	\$75	\$0
Concert Event Offers	\$0	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$20	\$0	\$0	\$0
Comp Tournaments	\$150	\$225	\$250	\$0	\$75
Total Value of Direct Mail Offers Received	\$1,400	\$1,390	\$1,375	\$730	\$730

**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



Free Play Received	\$200	\$300	\$60	\$52	\$40
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$0
Dining Offer Amounts	\$10	\$120	\$0	\$13	\$5
Gift Items	\$60	\$0	\$20	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$240	\$240	\$0	\$330
Premium Special Events	\$0	\$0	\$150	\$0	\$0
Non-premium Special Events	\$0	\$0	\$75	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$20	\$0	\$0	\$0
Comp Tournaments	\$150	\$225	\$250	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,290	\$1,315	\$1,274	\$366	\$570

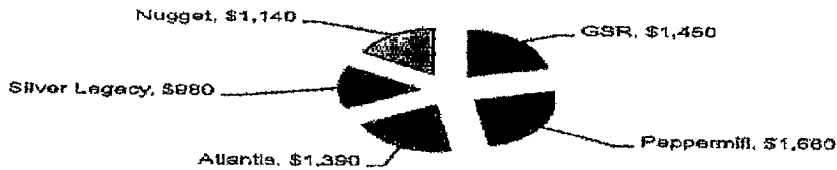
**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Reno)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



Free Play Received	\$80	\$60	\$35	\$24	\$45
Comp Hotel Rooms	\$360	\$90	\$80	\$0	\$0
Dining Offer Amounts	\$10	\$40	\$0	\$6	\$5
Gift Items	\$60	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$240	\$240	\$0	\$330
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$0	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$20	\$0	\$0	\$0
Comp Tournaments	\$150	\$225	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,170	\$895	\$75	\$70	\$520

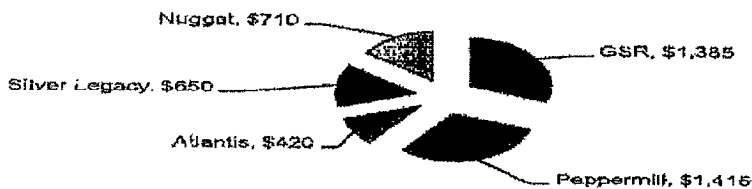
Sacramento Slot Players

**Total Value of Direct Mail Offers Received
\$250 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



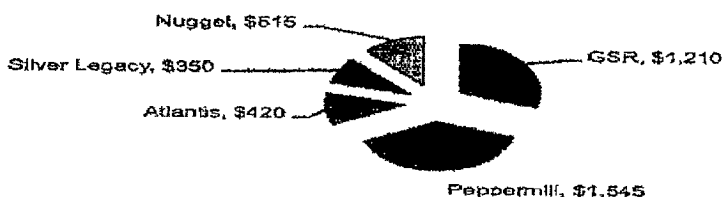
Free Play Received	\$160	\$75	\$100	\$25	\$140
Comp Hotel Rooms	\$450	\$405	\$180	\$315	\$270
Dining Offer Amounts	\$20	\$0	\$0	\$100	\$60
Gift Items	\$60	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$240	\$240	\$0	\$330
Premium Special Events	\$0	\$150	\$300	\$0	\$0
Non-premium Special Events	\$0	\$75	\$75	\$0	\$75
Concert Event Offers	\$0	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$20	\$0	\$0	\$0
Comp Tournaments	\$250	\$375	\$375	\$0	\$125
Total Value of Direct Mail Offers Received	\$1,450	\$1,680	\$1,080	\$980	\$1,140

**Total Value of Direct Mail Offers Received
\$100 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers



Free Play Received	\$100	\$70	\$15	\$20	\$40
Comp Hotel Rooms	\$450	\$315	\$45	\$90	\$180
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$20
Gift Items	\$60	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$0	\$240	\$140
Point Multipliers Offers	\$150	\$240	\$120	\$0	\$330
Premium Special Events	\$0	\$0	\$240	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$20	\$0	\$0	\$0
Comp Tournaments	\$250	\$375	\$0	\$0	\$0
Total	\$1,210	\$1,375	\$270	\$650	\$650

**Total Value of Direct Mail Offers Received
\$50 ADT Slot Player (Sacramento)**
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers

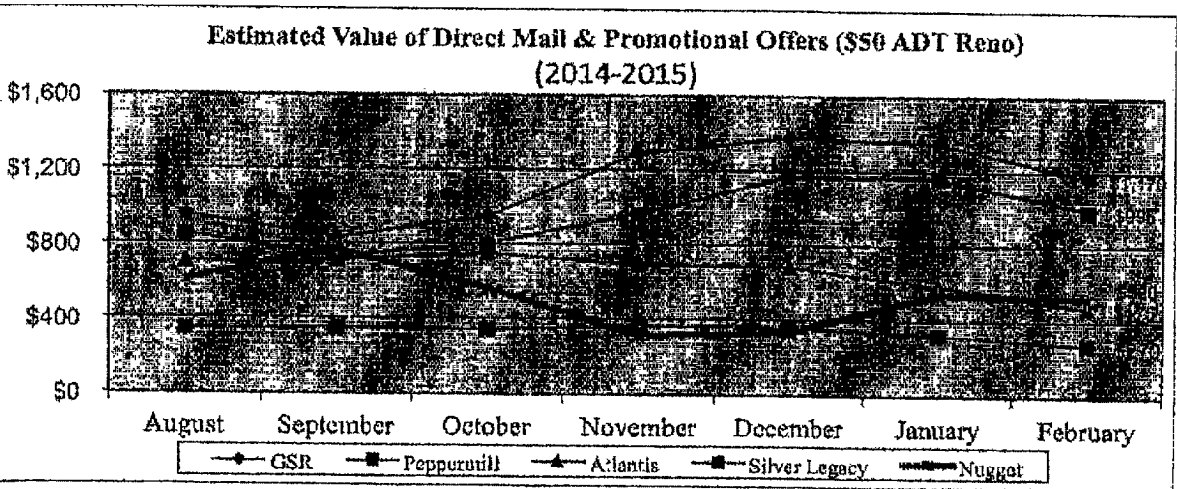
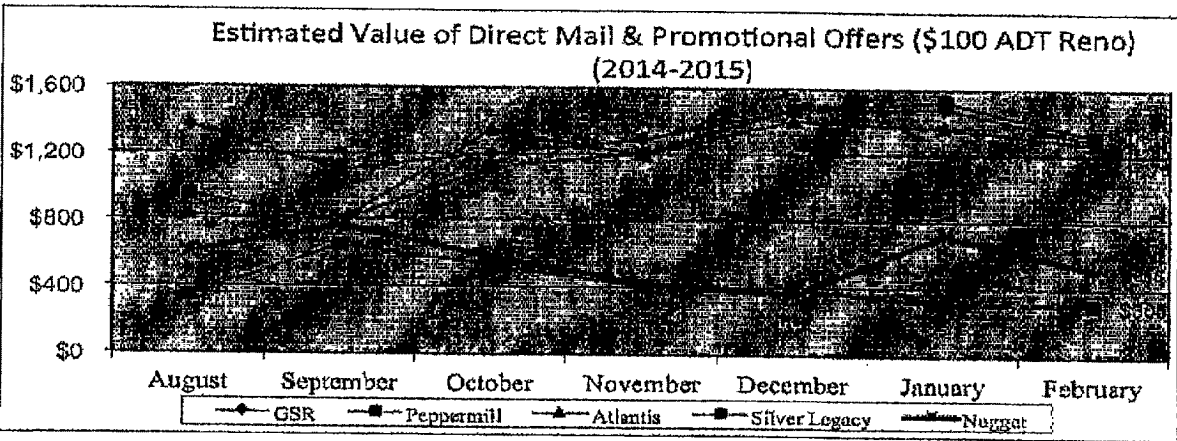
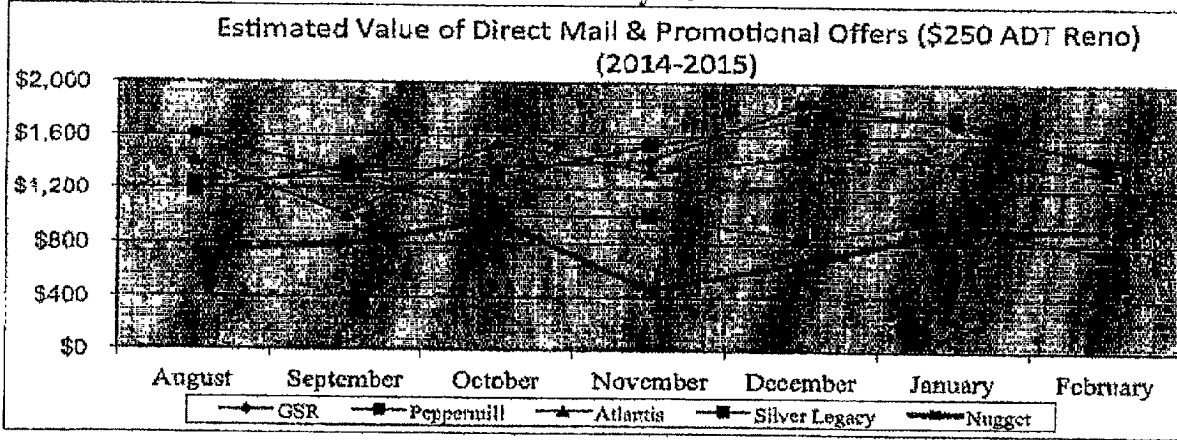


Free Play Received	\$50	\$50	\$15	\$20	\$0
Comp Hotel Rooms	\$450	\$315	\$45	\$90	\$45
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$0
Gift Items	\$60	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$120	\$240	\$140
Point Multipliers Offers	\$150	\$240	\$240	\$0	\$330
Premium Special Events	\$0	\$150	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$20	\$0	\$0	\$0
Comp Tournaments	\$125	\$375	\$0	\$0	\$0
Total	\$1,210	\$1,375	\$270	\$650	\$650

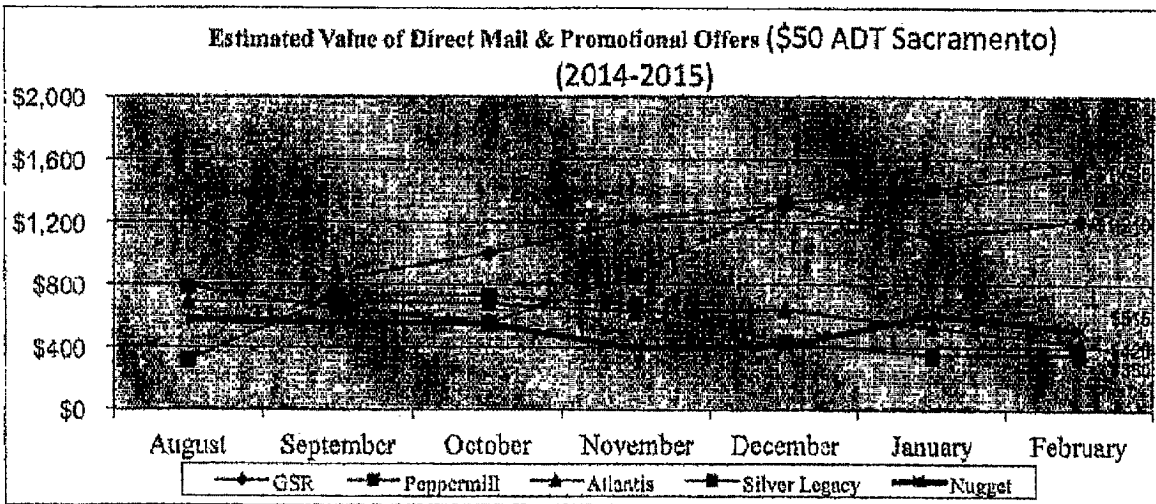
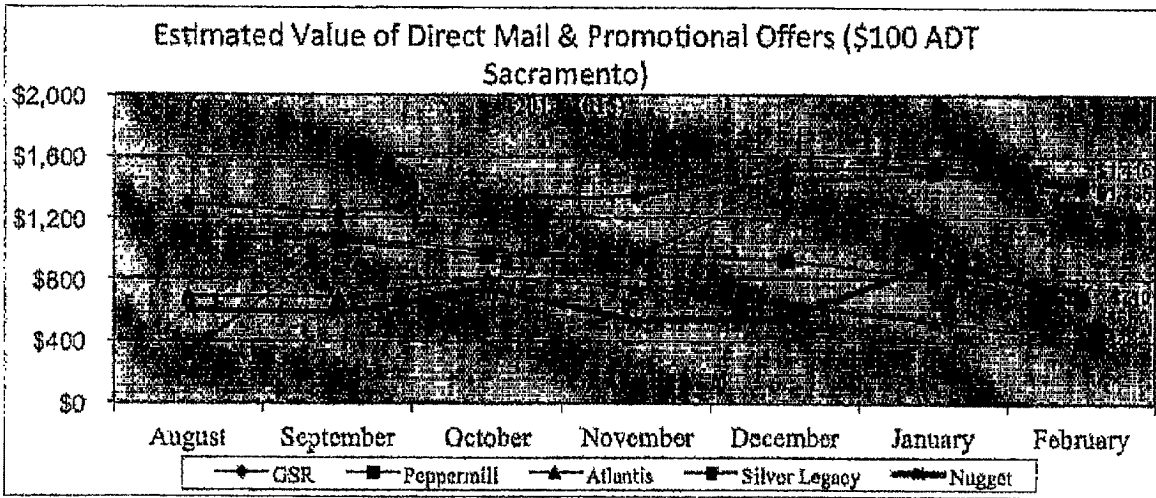
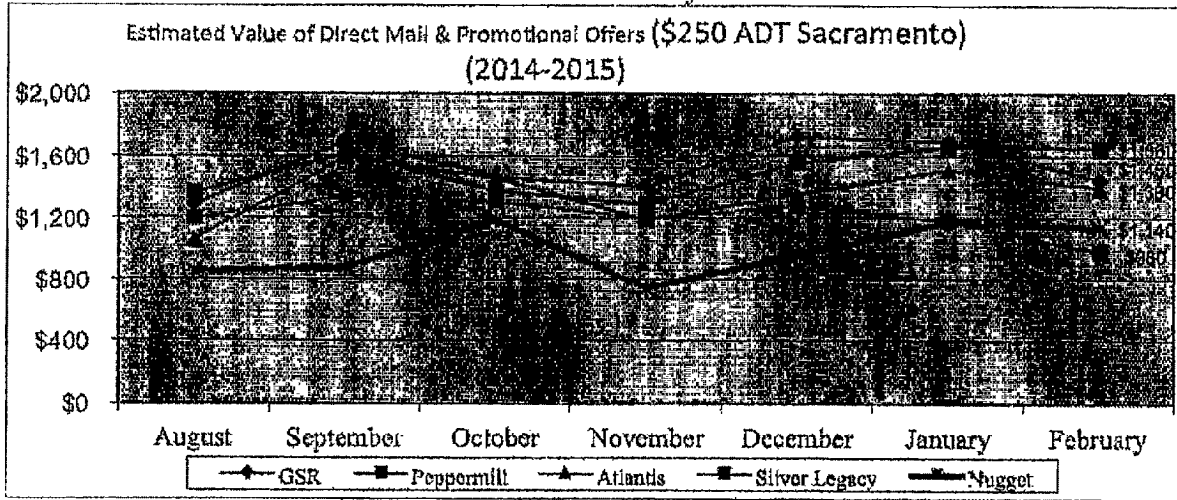
Trends of value of Direct Mail Offers & Promotions Received:

The graphs on the following pages highlights the trends seen in regards to the overall perceived/estimated direct mail & promotional offers value being received by the Reno and Sacramento area slot players over the past seven months.

Reno Slot Players



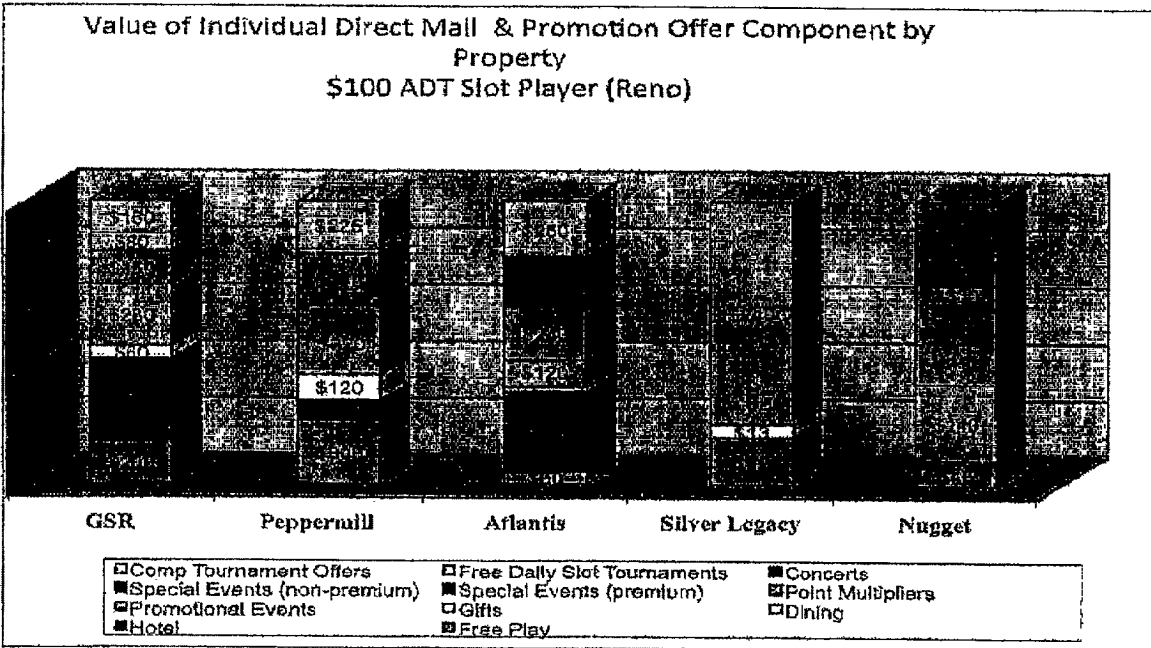
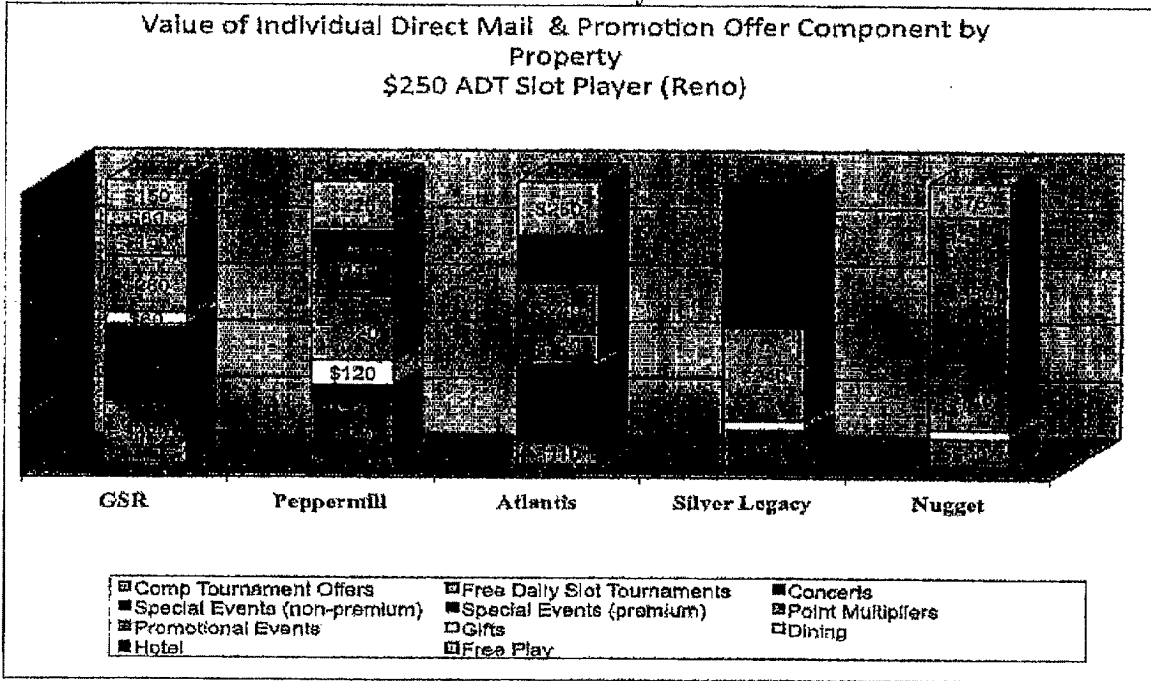
Sacramento Slot Players



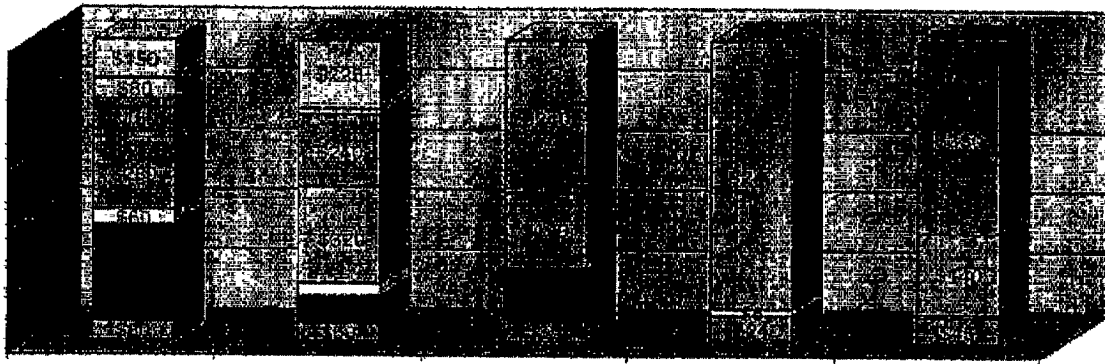
Comparison of Individual Reward Components Offered:

The graphs on the following pages compare the reward components that were included in the February direct mail & promotional offers received by the Reno and Sacramento area slot players. The relative importance of each reward component to each casino as well as the diversity of reward components or lack of diversity can be seen in this format.

Reno Slot Players



Value of Individual Direct Mail & Promotion Offer Component by Property
\$50 ADT Slot Player (Reno)

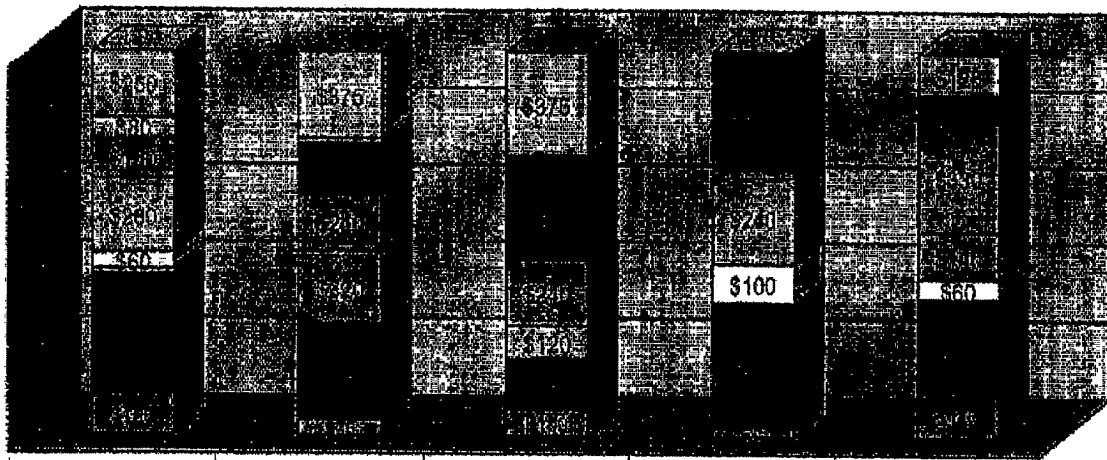


GSR Peppermill Atlantis Silver Legacy Nugget

- Comp Tournament Offers
- Special Events (non-premium)
- Promotional Events
- Hotel
- Free Daily Slot Tournaments
- Special Events (premium)
- Gifts
- Free Play
- Concerts
- Point Multipliers
- Dining

Sacramento Slot Players

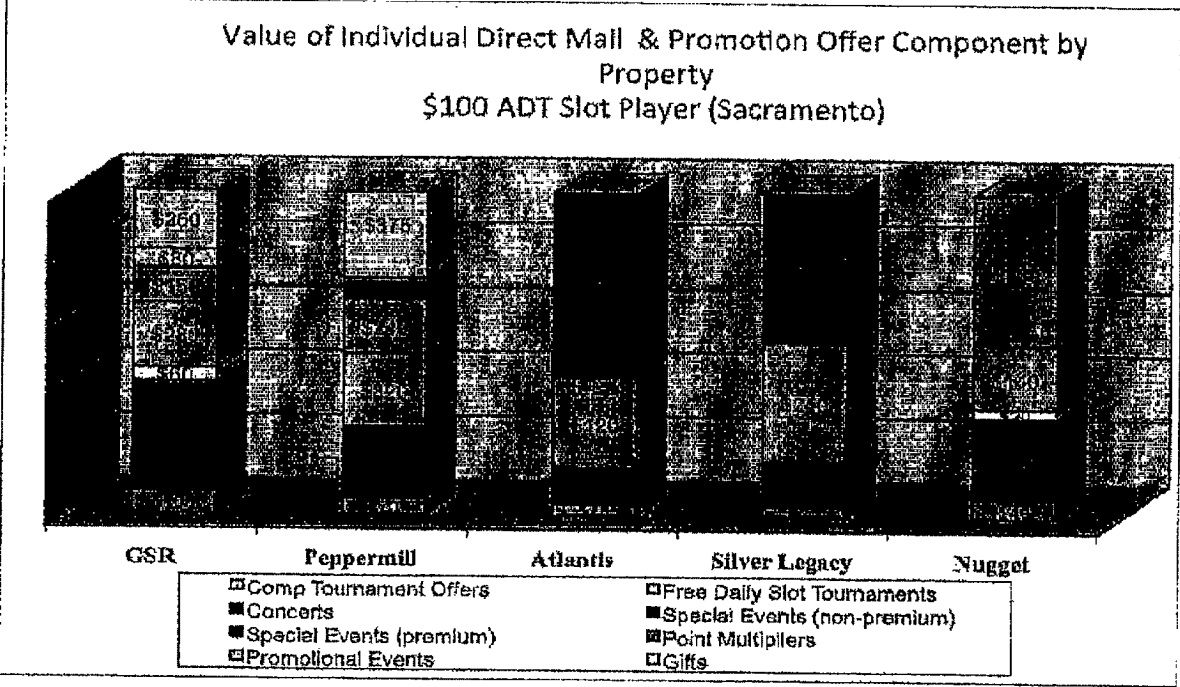
Value of Individual Direct Mail & Promotion Offer Component by Property
\$250 ADT Slot Player (Sacramento)



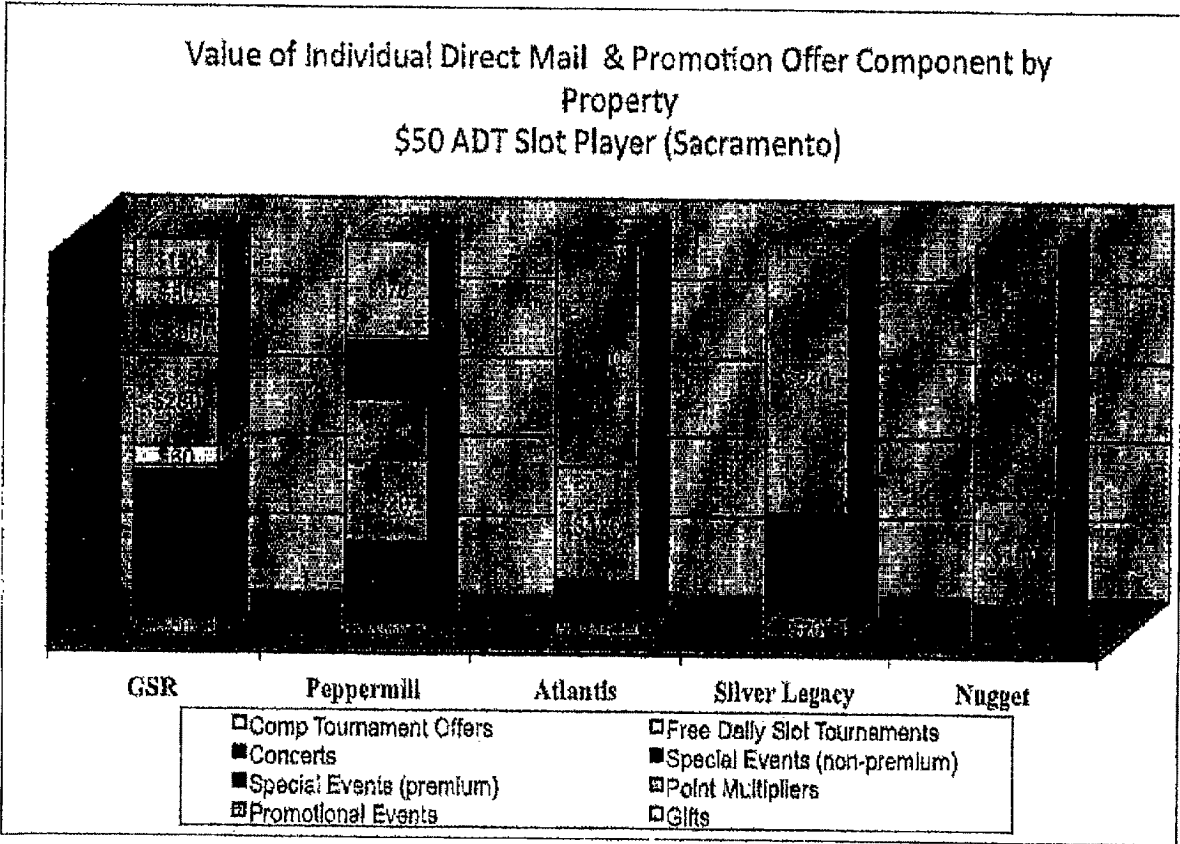
GSR Peppermill Atlantis Silver Legacy Nugget

- Comp Tournament Offers
- Concerts
- Special Events (premium)
- Promotional Events
- Free Daily Slot Tournaments
- Special Events (non-premium)
- Point Multipliers
- Gifts

Value of Individual Direct Mail & Promotion Offer Component by Property
 \$100 ADT Slot Player (Sacramento)



Value of Individual Direct Mail & Promotion Offer Component by Property
 \$50 ADT Slot Player (Sacramento)



Same Day Earned Comps Changes:

Listed below are a few changes in same day slot players comp re-investment percentages that were discovered so far in 2015.

- Peppermill has changed their re-investment level of (6%) for all slot players to Locals (6%) and Non-Locals (4%).
- The Atlantis has lowered their re-investment level of (9%) for all slots players to (8.5%)
- The Nugget has increased their re-investment level from (8%) for all slot players to (10%).

Any questions you may have regarding the information contained in this report, please feel free to contact me at any time.

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CDC Consulting

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Email:

john.stone@compdance.com

Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)

\$250 ADT Reno slot player

Free Play	\$40 free slot play (valid Feb 2-4) \$40 free slot play (valid Feb 5-7) \$40 free slot play (valid Feb 9-11) \$40 free slot play (valid Feb 13-14) \$40 free slot play (valid Feb 16-18) \$40 free slot play (valid Feb 20-21) \$40 free slot play (valid Feb 23-25) \$40 free slot play (valid Feb 27-28)	\$320 \$360	\$50 free slot play (valid Feb 3-5) \$50 free slot play (valid Feb 10-13) \$50 free slot play (valid Feb 14) \$50 free slot play (Feb 17-19) \$50 free slot play (valid Feb 24-27) \$50 free slot play (valid Feb 28)	\$300 \$20	\$20 Free Play (Feb 2-4) \$25-\$500 Free Play (Feb 7) \$20 Free Play (Feb 10-12) \$25-\$500 Free Play (Feb 21) \$20 Free Play (Feb 24-26)
Hotel (\$45 per night value)	(2) Free nights - any day - Feb 1-28 Multiple stays allowed (7 days between trips) up to (8) nights	\$320	(2) Free nights - any day - Feb 2-28 Tuscan Tower Sure	\$10	(2) Free nights - any day - Feb 1-28 Deluxe Tower Valid each week - up to (8) nights \$360
Dining	\$15 Dining Credit - Sunday-Friday -Feb 1-28	\$360	\$30 Dining Credit (Mondays Feb 7, 9, 16 & 23)	\$20	Portable Power Bank (February 16)
Gifts/Other (\$40/\$20 per gift)	Micro Boom Bluetooth Speakers (2/8) Sun Bean 5 Piece Bakeware (2/15) German Gourmet Cutlery Set (2/22)	\$15 \$60		\$0	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p)
Promotion Events (\$40 per event) (\$30 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (Every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (February 2 & 23) \$200,000 Cupid Pickem (Saturdays in February)	\$280 \$150	Texas Giveaway (Through March 20/14) Points for Free Play Exchange Days (every Thursday) \$20k Super Charged Sunday (Feb 15) 4x "Tier" Points (Every Wednesday)	\$20	2x, 3x, 4x, 5x Camp Points Every Sunday 5x points (February 3 & 27) 5x Points (February 13 & 20)
Point Multipliers (\$30 per day)	7x, 3x, 5x, 7x Points (Every Thursday)	\$280	6x Points (Feb 6-7) 7x Points (Feb 20-21) 4x Points (every Wednesday)	\$370	Chinest New Year Celebration (February 27-28)
Premium Events (\$150 per event)		\$150		\$240	Night to Remember (February 13-14)
Non-Premium Events (\$75 per event)		\$0		\$0	\$75
Concert Offers		\$0		\$0	
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday)	\$0	\$15,000 Bingo Blast (February 18)	\$0	
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	Double Play Slot Tournament (February 22-23) \$30,000 Bingo Blast (Feb 28)	\$80	Triple Header Slot Tournament (Feb 8-9) Presidents Day Payday (Feb 16-17) Bulls Eye Slot Tournament (Feb 22-23)	\$20	\$50,000 Sweets & Treats Slot Tournament (February 8-9) \$40,000 Year of the Sleep Slot Tournament (Feb 22-25)
		\$120		\$225	\$250

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$250 ADT Reno slot player**

Free Play	\$23 Free Play (Feb 2) \$23 Free Play (Feb 9) \$23 Free Play (Feb 16) \$23 Free Play (Feb 23)		\$15 Free play (Feb 2-5) \$15 Free play (Feb 8-11) \$15 Free play (Feb 15-19) \$15 Free play (Feb 23-27)	
Hotel (\$15 per night value)	\$92		\$60	
Dining	\$23 Resort Credit (Feb 1-28)	\$0	\$10 Dining Credit (Feb 3-15) \$10 Dining Credit (Feb 18-28)	\$0
Gifts/Other (\$40/\$20 per gift)	\$23		\$20	
Promotion Events (\$10 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Chance Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) The Big Pull (February 6 8)	\$0
Point Multipliers	\$240		4x Points (Feb 17) 3x Points (Feb 4, 5, 12, 24, 25 & 26) 2x Points (Feb 10 & 18) Mystery 2x-5x Weekend (Feb 20-21)	\$140 \$330
Premium Events (\$150 per event)	\$0			\$0
Non Premium Events (\$75 per event)	\$75			\$0
Concert Offers	Dancing with the Stars (Feb 6) - (2) free tickets Ramon Ayala (Feb 13) - (2) free tickets William So & Edmund Leung (Feb 15) - (2) free tickets Craig Ferguson (Feb 21) - (2) free tickets			\$0
Free Tournaments (\$20 per day offered)	\$300			\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0		\$15,000 Bounty Poker Tournament (February 27-28)	\$0
	\$0			\$75

Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)

\$100 ADT Reno slot player

Free Play	\$25 free slot play (valid Feb 2-4) \$25 free slot play (valid Feb 6-7) \$25 free slot play (valid Feb 9-11) \$25 free slot play (valid Feb 13-14) \$25 free slot play (valid Feb 16-18) \$25 free slot play (valid Feb 20-21) \$25 free slot play (valid Feb 23-25) \$25 free slot play (valid Feb 27-28)	\$50 free slot play (valid Feb 3-5) \$50 free slot play (valid Feb 10-13) \$50 free slot play (valid Feb 14) \$50 free slot play (Feb 17-19) \$50 free slot play (valid Feb 24-27) \$50 free slot play (valid Feb 28)	\$10 Free Play (Feb 2-4) \$15-\$200 Free Play (Feb 7) \$10 Free Play (Feb 10-12) \$15-\$200 Free Play (Feb 21) \$10 Free Play (Feb 24-26)
Hotel (\$45 per night w/air)	(2) Free nights - any day - Feb 1-28 Multiple stays allowed (7 days between trips) up to (8) nights \$300	(2) Free nights - any day - Feb 2-28 Tuscan Tower Suite Valid each week up to (3) nights \$360	\$60
Dining	\$10 Dining Credit - Sunday Friday - Feb 1-28	\$50 Dining Credit (Mondays Feb 2, 9, 16 & 23)	\$160
Gifts/Other (\$40/\$20 per gift)	Micro Boom Bluetooth Speakers (2/8) SunBeam 5 Piece Bakeware (2/15) German Gourmet Cider Set (2/22)		\$0
Pyrotron Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) \$5 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (February 2 & 23) \$200,000 Cupid Pickem (Saturdays in February)	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$200 Super Charged Sunday (Feb 15) 4x "Tier" Points (Every Wednesday)	\$20 \$10,000 All Cash Sunday Drawings (1, 3, 5p)
Pour Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday)	6x Points (Feb 6-7) 7x Points (Feb 20-21) 4x Points (every Wednesday)	\$120 2x, 3x, 4x Comp Points every Sunday 3x points (February 3 & 27) 5x Points (February 13 & 20)
Premium Events (\$150 per event)			\$240
Non Premium Events (\$75 per event)			\$0
Concert Offers			\$75
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday)	\$15,000 Bingo Blast (February 18)	\$0
Invitational Tournaments (\$75 event only) (\$125 event & host)	Double Play Slot Tournament (February 22-23) \$30,000 Bingo Blast (Feb 23)	Triple Header Slot Tournament (Feb 8-9) Presidents Day Payday (Feb 16-17) Bulls Eye Slot Tournament (Feb 22-23)	\$0 \$60,000 Sweets & Treats Slot Tournament (February 8-9) \$40,000 Year of the Sheep Slot Tournament (Feb 22-23)
			\$250

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$100 ADT Reno slot player**

Free Play	\$23 Free Play (Feb 2) \$23 Free Play (Feb 9) \$23 Free Play (Feb 16) \$23 Free Play (Feb 23)		\$10 Free play (Feb 2-5) \$10 Free play (Feb 8-11) \$10 Free play (Feb 15-19) \$10 Free play (Feb 23-27)	
Hotel (\$45 per night value)		\$52		\$40
Dining	\$13 Resort Credit (Feb 1-28)	\$0	\$5 Dining Credit (Feb 3-28)	\$0
Gifts/Other (\$40/\$20 per gift)		\$13		\$5
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100% Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) The Big Pull (February 6-8)	\$0
Point Multipliers		\$240	4x Points (Feb 17) 3x Points (Feb 4,5,12,24,25 & 26) 2x Points (Feb 10 & 18) Mystery 2x-5x Weekend (Feb 20-21)	\$140 \$330
Premium Events (\$150 per event)		\$0		\$0
Non Premium Events (\$25 per event)		\$0		\$0
Concert Offers		\$0		\$0
Free Tournaments (\$20 per day offered)		\$0		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)		\$0		\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$50 ADT Reno slot player**

Free Play	\$10 free slot play (valid Feb 2-4) \$10 free slot play (valid Feb 6-7) \$10 free slot play (valid Feb 9-11) \$10 free slot play (valid Feb 13-14) \$10 free slot play (valid Feb 16-18) \$10 free slot play (valid Feb 20-21) \$10 free slot play (valid Feb 23-25) \$10 free slot play (valid Feb 27-28)	\$10 free slot play (valid Feb 3-5) \$10 free slot play (valid Feb 10-13) \$10 free slot play (valid Feb 14) \$10 free slot play (Feb 17-19) \$10 free slot play (valid Feb 24-27) \$10 free slot play (valid Feb 28)	\$5 Free Play (Feb 2-4) \$10-\$100 Free Play (Feb 7) \$5 Free Play (Feb 10-12) \$10-\$100 Free Play (Feb 21) \$5 Free Play (Feb 24-26)
Hotel (\$45 per night value)	(2) Free nights - any day - Feb 1-28 Multiple stays allowed (7 days between trips) up to (8) nights	\$60	2-1 room nights - Sunday - Thursday - Feb 1-28 DeLuxe Tower Valid each week - up to (8) nights \$80
Dining	2-1 Buffet - any day - Feb 1-28	\$50	\$80
Gifts/Other (\$20/\$20 per gift)	Micro Boom Bluetooth Speakers (2/8) SunBeam 5 Piece Bakeware (2/15) German Gourmet Cutlery Set (2/22)	\$10	\$0
Promotion Events (\$40 per event) (\$30 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) \$5 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (February 2 & 23) \$200,000 Cupid Pickem (Saturdays in February)	\$60	\$0
Point Multipliers (\$50 per day)	2x, 3x, 5x, 7x Points (Every Thursday)	\$280	\$120
Premium Events (\$150 per event)	\$150	\$240	\$240
Non Premium Events (\$75 per event)	\$0	\$0	\$0
Concert Offers	\$0	\$0	\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday)	\$0	\$0
Invitational Tournaments (\$72 event only) (\$125 event & hotel)	Double Play Slot Tournament (February 22-23) \$30,000 Bingo Blast (Feb 28)	\$20	\$0
	\$150	\$225	\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$50 ADT Reno slot player**

Free Play	\$6 Free Play (Feb 2) \$6 Free Play (Feb 9) \$6 Free Play (Feb 16) \$6 Free Play (Feb 23)	\$24	\$5 Free play (Feb 2-5) \$5 Free play (Feb 8-11) \$5 Free play (Feb 13-19) \$5 Free play (Feb 23-27) \$25 Birthday Free Play (Feb 1-28)	\$45
Hotel (\$15 per night value)		\$0		\$0
Dining	\$6 Resort Credit (Feb 1-28)	\$6	\$5 Dining Credit (Feb 3-28)	\$5
Gifts/Other (\$40/\$20 per gift)		\$0		\$0
Promotion Events (\$10 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$240	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) The Big Pull (February 6-8)	\$0
Point Multipliers			4x Points (Feb 17) 3x Points (Feb 4, 5, 12, 24, 25 & 26) 2x Points (Feb 10 & 18) Mystery 2x-5x Weekend (Feb 20-21)	\$140 \$330
Premium Events (\$150 per event)		\$0		\$0
Non Premium Events (\$75 per event)		\$0		\$0
Concert Offers		\$0		\$0
Free Tournaments (\$20 per day offered)		\$0		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)		\$0		\$0
Total				\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$250 ADT Sacramento slot player**

Free Play	\$80 Free Play (Feb 3-17) \$80 Free Play (Feb 15-28)	\$75 Free Play (February 2-26)	\$50 Free Play (Feb 5-27) \$50 \$500 Free Play (February 21)
Hotel (\$45 per night value)	\$160 (2) Free nights - any day - Feb 1-28 Multiple stays allowed (5 days between trips)	\$75 (3) free nights - February 3-26 (2) free nights - February 6-7 (2) free nights - February 20-21 (2) free nights - February 23-27	\$180 (2) free nights - February 2-28 (2) free nights - February 20-21
Dining	\$450 \$20 Dining Credit - Feb 1-28	\$405	\$180
Gifts/Other (\$40/\$20 per gift)	\$20 Micro Boom Bluetooth Speakers (2/8) Sun/Lean 5 Piece Bakeware (2/15) German Gourmet Cutlery Set (2/22)	\$0	\$0
Promotion Events (\$70 per event) (\$30 per week for daily promotional activities i.e. random progressives)	\$60 Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (February 2 & 23) \$200,000 Cupid Poker (Saturdays in February)	\$0 Teala Giveaway (Through March 20/14) Points for Free Play Exchange Days (every Thursday) \$20K Super Charged Sunday (Feb 15) 4K "Tier" Points (every Wednesday)	\$0 Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p)
Point Multipliers (\$50 per day)	\$280 2x, 3x, 5x, 7x Points (Every Thursday)	\$320 6x Points (Feb 6-7) 7x Points (Feb 20-21) 4x Points (every Wednesday)	\$120 2x, 3x, 4x Comp Points Every Sunday 3X Points (February 3 & 27) 5x Points (February 13 & 20)
Premium Events (\$150 per event)	\$150	\$240 Lobster Festival - February 28	\$240 Sweetheart Romantic Escape (February 4-9) Chinese New Year Celebration (February 27-28)
Non Premium Events (\$75 per event)	\$0	\$150 Sweetheart Retreat - February 9-15	\$300 Night to Remember (February 13-14)
Concert Offers	\$0	\$75	\$75
Free Tournaments (\$20 per day offered)	\$0 \$5,000 Lucky Slot Tourney (each Tuesday)	\$0 \$15,000 Bingo Blast (February 18)	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$80 Double Play Slot Tournament (February 22-23) \$50,000 Bingo Blast (Feb 28)	\$70 Triple Header Slot Tournament (Feb 8-9) Presidents Day Payday (Feb 16 17) Bulls Eye Slot Tournament (Feb 22-23)	\$0 \$60,000 Sweets & Treats Slot Tournament (February 8-9) \$40,000 Year of the Sheep Slot Tournament (Feb 22-25) \$25,000 Blackjack Tournament (February 20-21)
	\$250	\$375	\$375

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$250 ADT Sacramento slot player**

Free Play	\$25 Free Play (Feb 1-28)		\$35 Free play (Feb 2-10) \$35 Free play (Feb 11-17) \$35 Free play (Feb 18-24) \$35 Free play (Feb 25- March 3)
Hotel (\$45 per night value)	\$25 (3) free nights - any day - Feb 1-28 (2) free nights - any day through February 28 (2) free nights - February 13-14		\$140 (2) free nights (Feb 1-16) (2) free nights (Feb 18-28) (2) free nights (Feb 14-16)
Dining	\$100 Resort Credit (February 1-28)		\$270 \$30 Dining Credit (Feb 2-10) \$30 Dining Credit (Feb 15-28)
Gifts/Other (\$40/\$20 per gift)	\$100		\$60
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random, progressives)	\$0 Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec. 8 - March 8, 2015) Points to Free Play (Friday's)		\$0 \$60,000 Up for Grabs Giveaway (Feb 16-March 29) The Big Pull (February 6-8)
Point Multipliers (\$30 per day)	\$240		\$140 4x Points (Feb 17) 3x Points (Feb 4, 5, 12, 24, 25 & 26) 2x Points (Feb 10 & 18) Mystery 2x-5x Weekend (Feb 20-21)
Premium Events (\$150 per event)	\$0		\$330
Non Premium Events (\$75 per event)	\$0		\$0 Music Can Be Murder Mystery (Feb 20-21)
Concert Offers (\$75 per event)	\$0 Dancing with the Stars (Feb 6) - (2) free tickets Ramon Ayala (Feb 13) - (2) free tickets William So & Edmund Leung (Feb 15) - (2) free tickets Craig Ferguson (Feb 21) - (2) free tickets		\$75
Free Tournaments (\$20 per day offered)	\$300		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0		\$0 \$15,000 Bounty Poker Tourney (Feb 27-28)
	\$0		\$125

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$100 ADT Sacramento slot player**

Free Play	\$50 Free Play (Feb 3-17) \$50 Free Play (Feb 19-28)		\$50 Free Play (February 3-26) \$20 Birthday Free Play (February 1-28)	\$15 Free Play (February 5-27)
Hotels (\$45 per night value)	(2) Free nights - any day - Feb 1-28 Multiple stays allowed (3 days between trips)	\$100	(3) free nights - February 1-28 (Sunday-Friday) (2) free nights - February 6-7 (2) free nights - February 20-21	(1) Free Night - February 2-28 Monday - Thursday \$75
Dining	\$15 Dining Credit Feb 1-28	\$150		\$45
Gifts/Other (\$10-\$20 per gift)	Micro Boom Bluetooth Speakers (2/8) SunBeam 5 Piece Bakeware (2/15) German Gourmet Cutlery Set (2/22)	\$15	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities (i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (February 2 & 27) \$200,000 Cupid Pickem (Saturdays in February)	\$60	Tetra Giveaway (Through March 20/14) Points for Free Play Exchange Days (every Thursday) \$20K Super Charged Sunday (Feb 15) 4x "Lite" Points (Every Wednesday)	Money Maker Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p) \$0
Point Multipliers (\$30 per day)	2x, 5x, 5x, 7x Points (Every Thursday)	\$280	6x Points (Feb 6-7) 7x Points (Feb 20-21) 4x Points (every Wednesday)	2x, 3x, 4x Comp Points Every Sunday 3x Points (February 3 & 27) 5x Points (February 13 & 20) \$120
Premium Events (\$150 per event)	\$150		Lebanon Festival - February 28	\$240
Non Premium Events (\$75 per event)	\$0		Sweetheart Retreat - February 9-15	\$0
Concert Offers	\$0			\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Slot Tourney (each Tuesday)	\$0	\$15,000 Bingo Blast (February 18)	\$0
Invitational Tournaments (\$75 event only (\$125 event & home)	Double Play Slot Tournament (February 22, 23) \$30,000 Bingo Blast (Feb 28)	\$60	Triple Header Slot Tournament (Feb 8-9) Presidents Day Payday (Feb 16-17) Bulls Eye Slot Tournament (Feb 22-23)	\$0
		\$250		\$0
			\$375	\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$100 ADT Sacramento slot player**

Free Play	\$20 Free Play (Feb 1-28)		\$10 Free play (Feb 2-10) \$10 Free play (Feb 11-17) \$10 Free play (Feb 18-24) \$10 Free play (Feb 25 - March 3)	
Hotel (\$45 per night value)	(2) free nights - any day - Feb 1-28	\$20	(2) free nights (Feb 1-16) (2) free nights (Feb 18-28)	\$40
Dining		\$90	\$10 Dining Credit (Feb 2-10) \$10 Dining Credit (Feb 15-28)	\$180
Gifts/Other (\$40/\$20 per gift)		\$0		\$20
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100K Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) The Big Pull (February 6-8)	\$0
Point Multipliers		\$240	4x Points (Feb 17) 3x Points (Feb 4, 5, 12, 24, 25 & 26) 2x Points (Feb 10 & 18) Mystery 2x-5x Weekend (Feb 20-21)	\$140
Premium Events (\$150 per event)		\$0		\$330
Non Premium Events (\$75 per event)		\$0		\$0
Concert Offers (\$75 per event)	Dancing with the Stars (Feb 6) - (2) free tickets Ramon Ayala (Feb 13) - (2) free tickets William So & Edmund Leung (Feb 15) - (2) free tickets Craig Ferguson (Feb 21) - (2) free tickets	\$300		\$0
Free Tournaments (\$20 per day offered)		\$0		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)		\$0		\$0

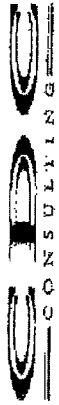
Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)

\$50 ADT Sacramento slot player

	\$25 Free Play (Feb 3-17)	\$25 Free Play (Feb 19-28)	\$50 Free Play (February 3-26)	\$15 Free Play (February 5-27)
Free Play				
Hotel (\$45 per night value)	\$50 (7) Free nights - any day - Feb 1-28 Multiple stays allowed (3 days between stays)	\$50 (3) Free nights - February 1-28 (Sunday-Friday) (2) Free nights - February 6-7 (7) Free nights - February 20-21	\$50	\$15 (1) Free Night - February 2-3 Monday - Thursday
Dining	\$450 2-1 Buffet - any day - Feb 1-28	\$450	\$115	\$45
Gifts/Other (\$50/\$20 per gift)	\$15 Micro Room Bluetooth Speakers (7/8) Sunbeam 3 Piece Bakeware (2/15) German Gourmet Cutlery Set (2/27)	\$0	\$0	\$0
Promotional Events (\$50 per event) (\$20 per week for daily promotional activities i.e. random progressives)	\$60 Free Play Fridays (every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (February 2 & 23) \$200,000 Cupid Pickem (Saturdays in February)	\$0 Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$200 Super Charged Sunday (Feb 15) 4x "Tier" Points (Every Wednesday)	\$0	\$0 Mozzy Make Jackpot (daily) \$10,000 All Cash Sunday Drawings (1,3,5p)
Point Multipliers (\$30 per day)	\$280 2x, 3x, 5x, 7x Points (Every Thursday)	\$280	\$520	\$120 2x, 3x, 4x Champ Points Every Sunday 3X points (February 7, 8, 27) 5x Points (February 13 & 20)
Premium Events (\$150 per event)	\$150	\$150	\$240	\$140
Non Premium Events (\$75 per event)	\$0	\$0	\$150	\$0
Concert Offers	\$0	\$0	\$75	\$0
Free Tournaments (\$20 per day offered)	\$0	\$0	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hour)	\$80 Double Play Slot Tournament (February 22-23)	\$80 Triple Header Slot Tournament (Feb 8-9) Presidents Day Payday (Feb 16-17) Bulls Eye Slot Tournament (Feb 22-23)	\$20	\$0
		\$125	\$375	\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(February 2015)
\$50 ADT Sacramento slot player**

Free Play	\$20 Free Play (Feb 1-28)			
Hotel (\$45 per night value)	\$20 (2) free nights - any day -Feb 1-28		(1) free night (Feb 1-28 except 4-6)	\$0
Dining	\$20			\$45
Gifts/Other (\$40/\$20 per gift)	\$0			\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) The Big Pull (February 6-8)	\$0
Point Multipliers	\$240		4x Points (Feb 17) 3x Points (Feb 4, 5, 12, 24, 25 & 26) 2x Points (Feb 10 & 18) Mystery 2x-5x Weekend (Feb 20-21)	\$140 \$330
Premium Events (\$150 per event)	\$0			\$0
Non Premium Events (\$75 per event)	\$0			\$0
Concert Offers (\$75 per event)	\$0			\$0
Free Tournaments (\$20 per day offered)	\$0			\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$0			\$0



\$250 ADT Slot Player

Reno

Direct Mail Free Slot Play Offers Received

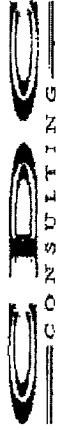
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
GMR																								
Peppermill																								
Atlas																								
Shen Legary																								
Neve																								



\$100 ADT Slot Player
Reno

Direct Mail Free Slot Play Offers Received

Player Name	1st Week	2nd Week	3rd Week	4th Week	5th Week	6th Week	7th Week	8th Week	9th Week	10th Week	11th Week	12th Week	13th Week	14th Week	15th Week	16th Week	17th Week	18th Week	19th Week	20th Week	
USK																					
Peppermint																					
Adidas																					
Silver Legacy																					
Budget																					



\$50 ADT Slot Player

Reno

Direct Mail Free Slot Play Offers Received

	To Whom	From Whom	Address	City	State	Zip	Phone	Mailbox	Agency	Advertiser
GSR										
Peppercorn										
Altadis										
Silver Legacy										
Nugget										



\$250 ADT Slot Player
Sacramento

Direct Mail Free Slot Play Offers Received

Player Name	Offer Type	Offer Value	Offer Date	Offer Status	Offer Description	Offer Code	Offer ID	Offer Source	Offer Type	Offer Value	Offer Date	Offer Status	Offer Description	Offer Code	Offer ID	Offer Source	Offer Type	
CSZ																		
Poppemill																		
Adams																		
Silver Legacy																		
Reyger																		

GSR018279

RA 04634



\$100 ADT Slot Player
Sacramento

Direct Mail Free Slot Play Offers Received

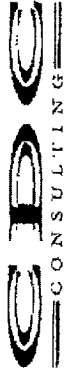
	December				January				February				March			
	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week
CSN																
Peppermill																
Admirals																
Silver Legacy																
Nugget																



**\$50 ADT Slot Player
Sacramento**

Direct Mail Free Slot Play Offers Received

Player Name	December				January				February			
	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week	1st Week	2nd Week	3rd Week	4th Week
GALT												
Peppemilli												
Albans												
Silver Legacy												
Muygat												



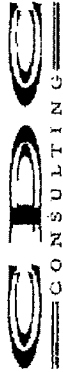
Direct Mail Offer Comparison by Category
\$250 ADT Reno Player
 (February 2015)

Category	Offer Description	Restrictions	Additional Details	Prizes & Promotions
GSR	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> * \$40 free slot play (valid Feb 7-4) * \$40 free slot play (valid Feb 6-7) * \$40 free slot play (valid Feb 8-11) * \$40 free slot play (valid Feb 13-14) * \$40 free slot play (valid Feb 16-18) * \$40 free slot play (valid Feb 20-21) * \$40 free slot play (valid Feb 23-25) * \$40 free slot play (valid Feb 27-28) 	<ul style="list-style-type: none"> * (2) free nights - Any Day - Feb 1-28 * up to (4) hotel stays up to (7) nights any day (8 nights total 7 days between trips) 	<ul style="list-style-type: none"> * \$5,000 Lucky Bonus Slot Tournament * Each Tuesday (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend
Peppermill	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$50 free slot play (valid Feb 2-5) * \$50 free slot play (valid Feb 10-13) * \$50 free slot play (valid Feb 14) * \$50 free slot play (valid Feb 17-19) * \$50 free slot play (valid Feb 24-27) * \$50 free slot play (valid Feb 28) 	<ul style="list-style-type: none"> * (2) free nights in Tuscan Tower (Feb 2-28) 	<ul style="list-style-type: none"> * \$35,000 Double Play Slot Tournament * February 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants
Atlantis	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$20 Free Play (Feb 7-4) * \$25-\$500 Free Play (Feb 7) * \$20 Free Play (Feb 10-12) * \$25-\$500 Free Play (Feb 21) * \$25-\$500 Free Play (Feb 24-26) 	<ul style="list-style-type: none"> * (2) free nights Deluxe Tower (Feb 1-28) * Deluxe tower valid up to (8) nights 	<ul style="list-style-type: none"> * \$50,000 Sweets & Treats Slot Tournament * February 8-9 * (1) Free entry * \$40,000 Prize Pool - \$10,000 1st Prize * 450 Winners * Buffet for (2) * (2) free nights Hotel
GSR	Free Dining Credit	* \$15 Dining Credit (Feb 1-28)		<ul style="list-style-type: none"> * \$30,000 Bingo Blast * February 28 * \$2,000 Top Prize * (8) Sessions - \$10,000 each session * Based on 300 Entrants per session
Peppermill	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$50 free slot play (valid Feb 2-5) * \$50 free slot play (valid Feb 10-13) * \$50 free slot play (valid Feb 14) * \$50 free slot play (valid Feb 17-19) * \$50 free slot play (valid Feb 24-27) * \$50 free slot play (valid Feb 28) 	<ul style="list-style-type: none"> * (2) free nights in Tuscan Tower (Feb 2-28) 	<ul style="list-style-type: none"> * \$10,000 All Cash Sunday Drawings * Every Sunday 1, 3-5p
Atlantis	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$20 Free Play (Feb 7-4) * \$25-\$500 Free Play (Feb 7) * \$20 Free Play (Feb 10-12) * \$25-\$500 Free Play (Feb 21) * \$25-\$500 Free Play (Feb 24-26) 	<ul style="list-style-type: none"> * (2) free nights Deluxe Tower (Feb 1-28) * Deluxe tower valid up to (8) nights 	<ul style="list-style-type: none"> * \$40,000 Year of the Sheep Slot Tournament * February 22-23 * (1) Free entry * \$40,000 Prize Pool - \$10,000 1st Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel



Direct Mail Offer Comparison by Category
\$250 ADT Reno Player
(February 2015)

<p>Silver Legacy</p> <p>Total Offers Received 1</p>	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$23 free slot play (valid Feb 2) * \$23 free slot play (valid Feb 6) * \$23 free slot play (valid Feb 16) * \$23 free slot play (valid Feb 23) <p>* \$30 Room Rates Sunday - Thursday - Feb 1-23</p> <p>* \$23 Resort Credit for Hotel Items</p>	<p>Dancing with the Stars - February 6</p> <ul style="list-style-type: none"> * (2) free Tickets <p>Ramon Ayala - February 13</p> <ul style="list-style-type: none"> * (2) free Tickets <p>William So & Edmund Leung - February 15</p> <ul style="list-style-type: none"> * (2) free tickets <p>Craig Ferguson - February 21</p> <ul style="list-style-type: none"> * (2) free Tickets 	<p>\$1 Million Dollar Game Changers</p> <ul style="list-style-type: none"> * Play daily * Legacy Video Lotto * Weekend Riches * Big Strike Progressive * Break the Bank Bonuses <p>\$100,000 Vacations on Us</p> <ul style="list-style-type: none"> * December 8 - March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20K 1st) 	<p>\$60,000 Up for Grabs Giveaway (Feb 16-March 29)</p> <ul style="list-style-type: none"> * \$60,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 4X Points Feb 17 * 3X Points Feb 4, 5, 12, 24, 25 & 26 * 2X Points Feb 10 & 18 * Mystery 2X-5X weekend (Feb 20-21)
<p>Nugget</p> <p>Total Offers Received 3</p>	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$15 free slot play (valid Feb 2-6) * \$15 free slot play (valid Feb 8-11) * \$15 free slot play (valid Feb 15-19) * \$15 free slot play (valid Feb 23-27) <p>* \$10 Dining Credit (Feb 3-15)</p> <p>* \$10 Dining Credit (Feb 16-28)</p>	<p>\$15,000 Bounty Texas Hold Tournament</p> <ul style="list-style-type: none"> * February 27-28 * \$15,000 total prizes - Grand Prize \$5,000 * Based on 150 entries * (2) free nights <p>Music Can Be Murder Mystery</p> <ul style="list-style-type: none"> * February 20-21 * (2) free tickets & (2) free nights 	<p>\$15,000 Bounty Texas Hold Tournament</p> <ul style="list-style-type: none"> * February 27-28 * \$15,000 total prizes - Grand Prize \$5,000 * Based on 150 entries * (2) free nights 	<p>\$15,000 Bounty Texas Hold Tournament</p> <ul style="list-style-type: none"> * February 27-28 * \$15,000 total prizes - Grand Prize \$5,000 * Based on 150 entries * (2) free nights



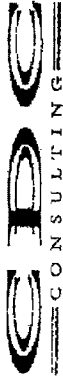
Direct Mail Offer Comparison by Category
\$100 ADT Reno Player
 (February 2015)

Category	Offer Description	Restrictions	Additional Details
GSR Total Offers Received 3	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> * \$40 free slot play (valid Feb 2-4) * \$40 free slot play (valid Feb 5-7) * \$40 free slot play (valid Feb 9, 11) * \$40 free slot play (valid Feb 13-14) * \$40 free slot play (valid Feb 16-18) * \$40 free slot play (valid Feb 20-21) * \$40 free slot play (valid Feb 23-25) * \$40 free slot play (valid Feb 27-28) 	<ul style="list-style-type: none"> * (2) free nights - Any Day - Feb 1-28 * up to (4) Hotel stays up to (7) nights any day (8 nights total - 7 days between trips)
	Free Dining Credit	* \$10 Dining Credit (Feb 1-28)	
Peppermill Total Offers Received 5	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$50 free slot play (valid Feb 9-9) * \$50 free slot play (valid Feb 10-13) * \$50 free slot play (valid Feb 14) * \$50 free slot play (valid Feb 17-19) * \$50 free slot play (valid Feb 24-27) * \$50 free slot play (valid Feb 28) 	<ul style="list-style-type: none"> * (2) free nights in Tuscan Tower (Feb 2-78)
	Free Dining Credit	* \$50 Dining Credit	* Monday's (Feb 9, 16 & 23)
Atlantis Total Offers Received 6	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$10 Free Play (Feb 2-4) * \$15-\$200 Free Play (Feb 7) * \$10 Free Play (Feb 10-12) * \$15-\$200 Free Play (Feb 21) * \$10 Free Play (Feb 24-26) 	<ul style="list-style-type: none"> * (2) free nights Deluxe Tower (Feb 1-28) * Deluxe tower valid up to (8) nights
	A Night To Remember Dinner	* February 14	<ul style="list-style-type: none"> * (2) free tickets to party and dinner * (2) free nights <p>Chinese New Year Celebration</p> <ul style="list-style-type: none"> * February 27-28 * (2) free tickets to party and dinner * (2) free nights
<p>Sunday Gift Give Aways</p> <ul style="list-style-type: none"> * Each Sunday (2-9p) * MicroBoom Bluetooth Speakers (2/8) * Sunbeam 5 Piece Bakeware 2/15 * German Gourmet Cutlery Set (2/22) <p>Play your Points</p> <ul style="list-style-type: none"> * February 2 & 23 (10am-10pm) * Exchange comps for Free play (2 1) <p>Free Play Fridays</p> <ul style="list-style-type: none"> * \$5,000 in Free play (Sp-10p) * \$400 in Free play each half hr. and \$1,000 winner at 10p <p>Multipliers</p> <ul style="list-style-type: none"> * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand 			
<p>Testa Giveaway</p> <ul style="list-style-type: none"> * Through March 2014 * Collect letters daily * \$50k Grand Finals Weekend - March 20-21, 2015 * Testa Car - Grand Prize <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 4X Points every Wednesday * 6x Points February 6-7 * 7x Points February 20-21 <p>Point Multipliers (Tier Points)</p> <ul style="list-style-type: none"> * 4X Tier Points every Wednesday 			
<p>Triple Header Slot Tournament</p> <ul style="list-style-type: none"> * February 8-8 * (1) Free entry * \$21,000 Prize Pool - \$7,500 first prize <p>Presidents Day Payday Slot Tournament</p> <ul style="list-style-type: none"> * February 16-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize <p>Bull's-eye Slot Tournament</p> <ul style="list-style-type: none"> * February 22-24 * (1) Free entry * 40,000 Prize Pool - \$8,000 first prize 			
<p>\$50,000 Sweets & Treats Slot Tournament</p> <ul style="list-style-type: none"> * February 8-9 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 450 Winners * Buffet for (2) * (2) free nights Hotel <p>\$40,000 Year of the Sheep Slot Tournament</p> <ul style="list-style-type: none"> * February 22-23 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel 			
<p>\$10,000 All Cash Sunday Drawings</p> <ul style="list-style-type: none"> * Every Sunday 1, 3, 5p <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 2.34X Comp Points each Sunday * 3X comp points (Feb 3 & 27) * 5X comp points (Feb 13 & 20) <p>February Local Gift Giveaway</p> <ul style="list-style-type: none"> * Portable Power Bank * February 16 			



Direct Mail Offer Comparison by Category
\$100 ADT Reno Player
 (February 2015)

Category	Offer Description	Prize Details	Additional Information
Silver Legacy	Free Slot Play Offer & Hotel Offer * \$13 free slot play (valid Feb 2) * \$13 free slot play (valid Feb 9) * \$13 free slot play (valid Feb 16) * \$13 free slot play (valid Feb 23) * \$39 Room Rates Sunday - Thursday - Feb 1-28 * \$13 Resort Credit for Hotel Items	\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8 - March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20K 1st)	* \$80,000 Up for Extras Giveaway (Feb 16-March 23) * \$80,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points Feb 17 * 3X Points Feb 4, 6, 12, 24, 25 & 26 * 2X Points Feb 10 & 18 * Mystery 2X-5X weekend (Feb 20-21)
Mugshot	Free Slot Play Offer & Hotel Offer * \$10 free slot play (valid Feb 2-5) * \$10 free slot play (valid Feb 8-11) * \$10 free slot play (valid Feb 15-19) * \$10 free slot play (valid Feb 23-27) * \$5 Dining Credit (Feb 3-28)		
Total Offers Received	1		
Total Offers Received	1		



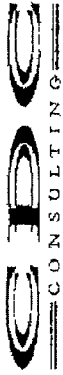
Direct Mail Offer Comparison by Category
\$50 ADT Reno Player
 (February 2015)

Category	Offer Description	Prizes / Details	Prizes / Details
GSR	<p>Free Slot Play & Hotel Offer</p> <ul style="list-style-type: none"> * \$40 free slot play (valid Feb 2-4) * \$40 free slot play (valid Feb 6-7) * \$40 free slot play (valid Feb 9-11) * \$40 free slot play (valid Feb 13-14) * \$40 free slot play (valid Feb 16-18) * \$40 free slot play (valid Feb 20-21) * \$40 free slot play (valid Feb 23-25) * \$40 free slot play (valid Feb 27-28) <p>* (2) free nights - Any Day - Feb 1-28 * up to (4) Hotel stays up to (2) nights any day (8 nights total - 7 days between trips)</p> <p>Free Dining Credit</p> <ul style="list-style-type: none"> * \$15 Dining Credit (Feb 1-28) 	<p>Sunday Gift Give Aways</p> <ul style="list-style-type: none"> * Each Sunday (2-8p) * MicroBoom Bluetooth Speakers (2/8) * SunBean 5 Piece Bakeware (2/15) * German Gourmet Cutlery Set (2/22) <p>Play your Points</p> <ul style="list-style-type: none"> * February 2 & 23 (10am-10pm) * Exchange comps for Free play (2-1) <p>Free Play Fridays</p> <ul style="list-style-type: none"> * \$5,000 in Free play (5p-10p) * \$400 in Free play each half hour and \$1,000 winner at 10p <p>Multippliers</p> <ul style="list-style-type: none"> * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand 	<p>\$5,000 Lucky Bonus Slot Tournament</p> <ul style="list-style-type: none"> * Each Tuesday (1-9p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend <p>\$35,000 Double Play Slot Tournament</p> <ul style="list-style-type: none"> * February 23-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants <p>\$30,000 Bingo Blast</p> <ul style="list-style-type: none"> * February 28 * \$2,000 Top Prize * (3) Sessions - \$10,000 each session * Based on 300 Entrants per session
Peppermill	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$10 free slot play (valid Feb 3-5) * \$10 free slot play (valid Feb 10-11) * \$10 free slot play (valid Feb 14) * \$10 free slot play (valid Feb 17-19) * \$10 free slot play (valid Feb 24-27) * \$10 free slot play (valid Feb 28) <p>* (2) free nights in Peppermill Tower (Feb 2-28) Sun-Thur</p> <p>* \$10 Dining Credit</p> <p>* Monday's (Feb 2, 9, 16 & 23)</p>	<p>Tesla Giveaway</p> <ul style="list-style-type: none"> * through March 2014 * Collect letters daily * \$80k Grand Finale Weekend March 20-21, 2015 * Tesla Car - Grand Prize <p>Point Multippliers (Comps)</p> <ul style="list-style-type: none"> * 4X Points every Wednesday * 6x Points February 6-7 * 7x Points February 20-21 <p>Point Multippliers (Tier Points)</p> <ul style="list-style-type: none"> * 4X Tier Points every Wednesday 	<p>Triple Header Slot Tournament</p> <ul style="list-style-type: none"> * February 8-9 * (1) Free entry * \$70,000 Prize Pool - \$7,500 first prize <p>Presidents Day Payday Slot Tournament</p> <ul style="list-style-type: none"> * February 16-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize <p>Bull's-eye Slot Tournament</p> <ul style="list-style-type: none"> * February 23-24 * (1) Free entry * 40,000 Prize Pool - \$8,000 first prize
Aldaris	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$5 Free Play (Feb 2-4) * \$10-\$100 Free Play (Feb 7) * \$5 Free Play (Feb 10-12) * \$10-100 Free Play (Feb 21) * \$5 Free Play (Feb 24-28) <p>* 2-1 room nights Deluxe Tower (Feb 2-28) * Deluxe Tower valid up to (8) nights</p>	<p>\$10,000 All Cash Sunday Drawings</p> <ul style="list-style-type: none"> * Every Sunday 1,3 6p <p>Point Multippliers (Comps)</p> <ul style="list-style-type: none"> * 2, 3, 4X Comp Points each Sunday * 3X comp points (Feb 3 & 27) * 5X comp points (Feb 13 & 20) 	



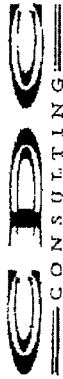
Direct Mail Offer Comparison by Category
\$50 ADT Reno Player
 (February 2015)

Category	Offer Description	Offer Details	Additional Information
Silver Legacy	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$6 free slot play (valid Feb 2) * \$6 free slot play (valid Feb 9) * \$6 free slot play (valid Feb 16) * \$6 free slot play (valid Feb 23) 	<ul style="list-style-type: none"> * \$39 Room Rates Sunday - Thursday - Feb 1-28 * \$6 Resort Credit for Hotel Items
Mugget	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$5 free slot play (valid Feb 2-5) * \$5 free slot play (valid Feb 8-11) * \$5 free slot play (valid Feb 15-19) * \$5 free slot play (valid Feb 23-27) 	<ul style="list-style-type: none"> * \$25 Birthday free slot play (valid Feb 1-28) * \$5 Dining Credit (Feb 3-28)
Total Offers Received	1		
Total Offers Received	1		



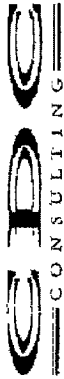
Direct Mail Offer Comparison by Category
\$250 ADT Sacramento Player
(February 2015)

Category	Peppermill	Atlantis	Peppermill	Atlantis
GSR Total Offers Received 3	<p>Free Slot Play & Hotel Offer</p> <ul style="list-style-type: none"> * \$80 free slot play (valid Feb 9-17) * \$80 free slot play (valid Feb 19-28) * (2) free nights - any day - Feb 2-28 * Multiple stays allowed - up to (14) nights * \$20 Dining Credit * valid Feb 2-28 	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$75 free slot play (February 3-26) * (3) free nights - Iuscah Tower * February 3-26 * (2) free nights - February 6-7 * (2) free nights - February 20-21 	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> * \$50 free play (Feb 5-27) * \$50-\$500 free play (Feb 21) * (2) Free Nights - February 6-27 * (2) Free Nights - February 20-21 * (3) Free Nights - January 23-26 	<p>Sunday Gift Give Aways</p> <ul style="list-style-type: none"> * MicroBoom Bluetooth Speakers (2/8) * Sunbeam 5 Piece Bakeware 2/15 * German Gourmet Culinary Set (2/22) <p>Play your Points</p> <ul style="list-style-type: none"> * February 2 & 23 (10am-10pm) * Exchange comps for Free play (2-1) <p>Free Play Fridays</p> <ul style="list-style-type: none"> * \$5,000 in Free play (5p-10p) * \$100 in Free play each half hour and \$1,000 winner at 10p <p>Multipliers</p> <ul style="list-style-type: none"> * Every Thursday * 2x Platinum, 3x Legend, 5x Ellie, 7x Grand
Peppermill Total Offers Received 6	<p>Sweet Retreat</p> <ul style="list-style-type: none"> * February 9-15 * Champagne and Roses at Check-in * \$60 Dining Credit * (3) free nights <p>Lobster Festival</p> <ul style="list-style-type: none"> * February 28 * Tuscany Ballroom 6-8p * (2) tickets * (2) free nights 	<p>Sweetheart Romantic Escape</p> <ul style="list-style-type: none"> * February 4-9 * \$50 Comp Points & \$50 Macy's Card * (3) free nights <p>A Night To Remember Dinner</p> <ul style="list-style-type: none"> * February 14 * (2) free tickets to party and dinner * (2) free nights <p>Chinese New Year Celebration</p> <ul style="list-style-type: none"> * February 27-28 * (2) free tickets to party and dinner * (2) free nights 	<p>Feel a Giveaway</p> <ul style="list-style-type: none"> * Inaugural March 2014 * Collect letters daily * \$80k Grand Finale Weekend - March 20-21, 2015 * Tesla Car - Grand Prize <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 4x Points every Wednesday * 6x Points February 6-7 * 7x Points February 20-21 <p>Point Multipliers (Tier Points)</p> <ul style="list-style-type: none"> * 4x Tier Points every Wednesday 	<p>Triple Header Slot Tournament</p> <ul style="list-style-type: none"> * February 8-9 * (1) Free entry * \$20,000 Prize Pool - \$7,500 first prize * (3) free nights <p>Presidents Day Payday Slot Tournament</p> <ul style="list-style-type: none"> * February 16-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (3) free nights <p>Bull's-eye Slot Tournament</p> <ul style="list-style-type: none"> * February 22-24 * (1) Free entry * 40,000 Prize Pool - \$8,000 first prize * (2) free nights
Atlantis Total Offers Received 9	<p>\$10,000 All Cash Sunday Drawings</p> <ul style="list-style-type: none"> * Every Sunday 1,3,5p <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> * 2,3,4x Comp Points each Sunday * 3x comp points (Feb 3 & 27) * 5x comp points (Feb 13 & 20) 	<p>\$90,000 Sweets & Treats Slot Tournament</p> <ul style="list-style-type: none"> * February 8-9 * (1) Free entry * \$10,000 Prize Pool - \$10,000 first Prize * 450 Winners * Buffet for (2) * (2) free nights Hotel <p>\$40,000 Year of the Sheep Slot Tournament</p> <ul style="list-style-type: none"> * February 22-23 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first Prize * 185 Winners * Buffet for (2) * (2) free nights Hotel <p>\$25,000 Blackjack Tournament</p> <ul style="list-style-type: none"> * February 20-21 * (1) Free entry * \$25,000 Prize Pool - \$10,000 first Prize * (3) free nights Hotel 	<p>\$5,000 Lucky Bonus Slot Tournament</p> <ul style="list-style-type: none"> * Each Tuesday (1-8p) * Top 100 Scores Win Slot Play * Free for Grand, Ellie and Legend <p>\$35,000 Double Play Slot Tournament</p> <ul style="list-style-type: none"> * February 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights <p>\$30,000 Bingo Blast</p> <ul style="list-style-type: none"> * February 28 * \$2,000 Top Prize * (3) Sessions - \$10,000 each session * Based on 300 Entrants per session * (2) free nights 	



Direct Mail Offer Comparison by Category
\$250 ADT Sacramento Player
 (February 2015)

Category	Offer Details	Prizes	Prizes
Silver Legacy Total Offers Received 3	Free Slot Play Offer & Hotel Offer * \$25 free slot play (valid February 1-28) * (2) Free nights (February 1-28) * \$100 Resort Credit (February 1-28) * (2) Free nights through February 28 * (2) Free nights (Feb 13-14)	Dancin' with the Stars - February 5 * (2) free tickets Ramon Ayala - February 13 * (2) free tickets William So & Edmund Leung - February 15 * (2) free tickets Craig Ferguson - February 21 * (2) free tickets	\$1 Million Dollar Game Changers * Play daily * 1 Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8 - March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20K 1st)
Kugget Total Offers Received 4	Free Slot Play Offer & Hotel Offer * \$35 free slot play (valid Feb 2-10) * \$35 free slot play (valid Feb 11-17) * \$35 free slot play (valid Feb 18-24) * \$35 free slot play (valid Feb 25 - March 3) * \$30 Dining Credit (Feb 2-10) * \$30 Dining Credit (Feb 15-28) * (2) Free nights (Feb 1-16) * (2) Free nights (Feb 18-28)	\$60,000 Up for Grabs Giveaway (Feb 16-March 22) * \$60,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Compe) * 4X Points Feb 17 * 3X Points Feb 4, 5, 12, 24, 25 & 26 * 2X Points Feb 10 & 18 * Mystery 2X-5X weekend (Feb 20-21)	\$10,000 VIP Party Bingo * January 10 * \$10,000 prize pool * (1) free entry \$20,000 777 Slot Tournament * January 23-25 * (1) free entry * \$20,000 Prize Pool - \$5,000 1st prize



Direct Mail Offer Comparison by Category
\$100 ADT Sacramento Player
(February 2015)

<p>GSR Total Offers Received 3</p>	<p>Free Slot Play & Hotel Offer</p> <ul style="list-style-type: none"> \$50 free slot play (valid Feb 3-17) \$50 free slot play (valid Feb 19-28) (2) free nights - any day - Feb 2-28 Multiple stays allowed - up to (14) nights \$15 Dining Credit - valid Feb 2-28 	<p>\$50,000 Table Games Blowout</p> <p>Sunday Girl Give Aways</p> <ul style="list-style-type: none"> Each Sunday (12-8p) MicroRoom Bluetooth Speakers (2/8) SunBeam 5 Piece Bakeware (2/15) German Gourmet Cutlery Set (2/22) <p>Play Your Points</p> <ul style="list-style-type: none"> February 2 & 23 (10am - 10pm) Exchange comps for Free play (2-1) <p>Free Play Fridays</p> <ul style="list-style-type: none"> \$5,000 in Free play (5p-11p) \$400 in Free play each half hour and \$1,000 winners at 10p <p>Multipliers</p> <ul style="list-style-type: none"> Every Thursday 2x Platinum, 3x Legend, 5x Elite, 7x Grand 	<p>\$5,000 Lucky Bonus Slot Tournament</p> <ul style="list-style-type: none"> Each Tuesday (1-8p) Top 100 Scores win Slot Play Free for Grand, Elite and Legend <p>\$35,000 Double Play Slot Tournament</p> <ul style="list-style-type: none"> February 22-23 \$5,000 Top Prize 100 winners Based on 500,000 Entries (2) free nights <p>\$30,000 Bingo Blast</p> <ul style="list-style-type: none"> February 28 \$2,000 Top Prize (3) Sessions - \$10,000 each session Based on 300 Entrants per session (2) free nights 	<p>\$10,000 All Cash Sunday Drawings</p> <ul style="list-style-type: none"> Every Sunday 1,3 5p <p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> 2,3,4X Comp Points each Sunday 3X comp points (Feb 3 & 27) 5X comp points (Feb 13 & 20)
<p>Peppermill Total Offers Received 8</p>	<p>Sweet Retreat</p> <ul style="list-style-type: none"> February 9-15 Champagne and Roses at Check-in \$25 Dining Credit (2) free nights <p>Lobster Festival</p> <ul style="list-style-type: none"> February 26 Tuscany Ballroom 6-8p (2) tickets (2) free nights 	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> \$50 free slot play (February 3-20) \$20 Birthday free slot play (February 1-28) (3) Free Nights - Peppermill Tower - February 3-25 (2) free nights - February 6-7 (2) free nights - February 20-21 	<p>Triple Header Slot Tournament</p> <ul style="list-style-type: none"> February 8-9 (1) Free entry \$70,000 Prize Pool - \$7,500 first prize (3) free nights <p>Presidents Day Payday Slot Tournament</p> <ul style="list-style-type: none"> February 16-17 (1) Free entry \$40,000 Prize Pool - \$10,000 first prize (2) free nights <p>Bull's-eye Slot Tournament</p> <ul style="list-style-type: none"> February 22-24 (1) Free entry 40,000 Prize Pool - \$8,000 first prize (2) free nights 	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> \$15 free play (Feb 5-27) (1) Free Night - February 2-28 Monday-Thursday
<p>Atlantis Total Offers Received 1</p>	<p>Free Slot Play Offer & Hotel Offer</p> <ul style="list-style-type: none"> \$15 free play (Feb 5-27) (1) Free Night - February 2-28 Monday-Thursday 	<p>Point Multipliers (Tier Points)</p> <ul style="list-style-type: none"> 4X Tier Points every Wednesday 	<p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> 4X Points every Wednesday 6X Points February 6-7 7X Points February 20-21 	<p>Point Multipliers (Comps)</p> <ul style="list-style-type: none"> 2,3,4X Comp Points each Sunday 3X comp points (Feb 3 & 27) 5X comp points (Feb 13 & 20)



Direct Mail Offer Comparison by Category
\$100 ADT Sacramento Player
(February 2015)

Category	Offer Description	Offer Dates	Offer Details
Silver Legacy	Free Slot Play Offer & Hotel Offer * \$20 free slot play (valid February 1-28) * (2) Free nights (February 1-28)	Dancing with the Stars - February 6 * (2) free Tickets * Ramon Ayala - February 13 * (2) free Tickets * William So & Edmund Leung - February 15 * (2) free Tickets * Craig Ferguson - February 21 * (2) free Tickets	\$1 Million Dollar Game Changers * Play daily * Legacy Video Loto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8 - March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20k-1st)
Nugget	Free Slot Play Offer & Hotel Offer * \$10 free slot play (valid Feb 2-10) * \$10 free slot play (valid Feb 11-17) * \$10 free slot play (valid Feb 18-24) * \$10 free slot play (valid Feb 25 - March 3) * \$10 Dining Credit (Feb 2-10) * \$10 Dining Credit (Feb 15-28) * (2) Free nights (February 1-16) * (2) Free nights (February 18-28)	\$60,000 Up for Grabs Giveaway (Feb 16-March 28) * \$60,000 Cash and free Play prizes * \$5,000 each Sun/Play * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points Feb 17 * 3X Points Feb 4, 5, 12, 24, 26 & 26 * 2X Points Feb 10 & 18) * Mystery 2X-5X weekend (Feb 20-21)	
Total Offers Received	1		
Total Offers Received	1		



Direct Mail Offer Comparison by Category
\$50 ADT Sacramento Player
(February 2015)

Category	Offer Description	Offer Details	Offer Expiration
GSR Total Offers Received 2	Free Slot Play & Hotel Offer	<ul style="list-style-type: none"> * \$25 free slot play (valid Feb 3-17) * \$25 free slot play (valid Feb 19-23) * (2) Free nights - any day - Feb 2-28 * Multiple stays allowed - up to (14) nights * 2-1 Buffet * valid Feb 2-28 	<ul style="list-style-type: none"> * Each Tuesday in (1-8p) * Top 100 Scores win Slot Play * Free for Grand, Elite and Legend
	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$50 free slot play (February 3-26) * (3) Free Nights - Peppermill Tower * February 3-26 * (2) free nights - February 6-7 * (2) free nights - February 20-21 	<ul style="list-style-type: none"> * February 22-23 * \$5,000 Top Prize * 100 winners * Based on 500 Entrants * (2) free nights
Peppermill Total Offers Received 8	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$50 free slot play (February 3-26) * (3) Free Nights - Peppermill Tower * February 3-26 * (2) free nights - February 6-7 * (2) free nights - February 20-21 	<ul style="list-style-type: none"> * Each Sunday (2-8p) * MicroBrew Bluecloth Speakers (2/8) * SunBeam 5 Piece Bakeware (2/16) * German Gourmet Cutlery Set (2/22)
	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$50 free slot play (Feb 3-17) * \$25 free slot play (valid Feb 19-23) * (2) Free nights - any day - Feb 2-28 * Multiple stays allowed - up to (14) nights * 2-1 Buffet * valid Feb 2-28 	<ul style="list-style-type: none"> * Every Thursday * 2x Platinum, 3x Legend, 5x Elite, 7x Grand
Atlantis Total Offers Received 1	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$15 free play (Feb 5-27) * (1) Free Night - February 2-28 * Monday-Thursday 	<ul style="list-style-type: none"> * Through March 2014 * Collect letters daily * \$90k Grand Finals Weekend - March 20-21, 2015 * Tesla Car - Grand Prize
	Free Slot Play Offer & Hotel Offer	<ul style="list-style-type: none"> * \$15 free play (Feb 5-27) * (1) Free Night - February 2-28 * Monday-Thursday 	<ul style="list-style-type: none"> * Presidents Day Payday Slot Tournament * February 16-17 * (1) Free entry * \$40,000 Prize Pool - \$10,000 first prize * (2) free nights



Direct Mail Offer Comparison by Category
\$50 ADT Sacramento Player
(February 2015)

Category	Offer Description	Prizes & Promotions	Additional Information
Silver / Legacy	Free Slot Play Offer & Hotel Offer * \$20 free slot play (valid February 1-28) * (2) Free nights (February 1-28)	\$1 Million Dollar Game Changers * Play daily * Legacy Video Lotto * Random Riches * Big Strike Progressive * Break the Bank Bonuses \$100,000 Vacations on Us * December 8 - March 8 * Drawings on Friday, Saturday and Sunday * Grand Prize (\$50,000 Grand Prize Drawing - 20K 1st)	
Nugget	Free Slot Play Offer & Hotel Offer * (1) Free night (February 1-28)	\$60,000 Up for Grabs Giveaway (Feb 16-March 29) * \$60,000 Cash and free Play prizes * \$5,000 each Sunday * \$30,000 Grand Prize Weekend (March 27-29) Point Multipliers (Comps) * 4X Points Feb 17 * 3X Points Feb 4, 5, 12, 24, 25 & 26 * 2X Points Feb 10 & 18 * Mystery 2X-5X weekend (Feb 20-21)	
Total Offers Received	1		
Total Offers Received	1		



Reno Casinos
Direct Mail Rewards Comparison & Analysis Report
March 2015

Overview:

The following report summarizes the information contained in the direct mail offers received for the month of March 2015. CDC Consulting maintains player's accounts at Peppermill, Atlantis, Silver Legacy and Nugget casinos and are included in this comparative direct mail analysis for Grand Sierra Resort and Casino.

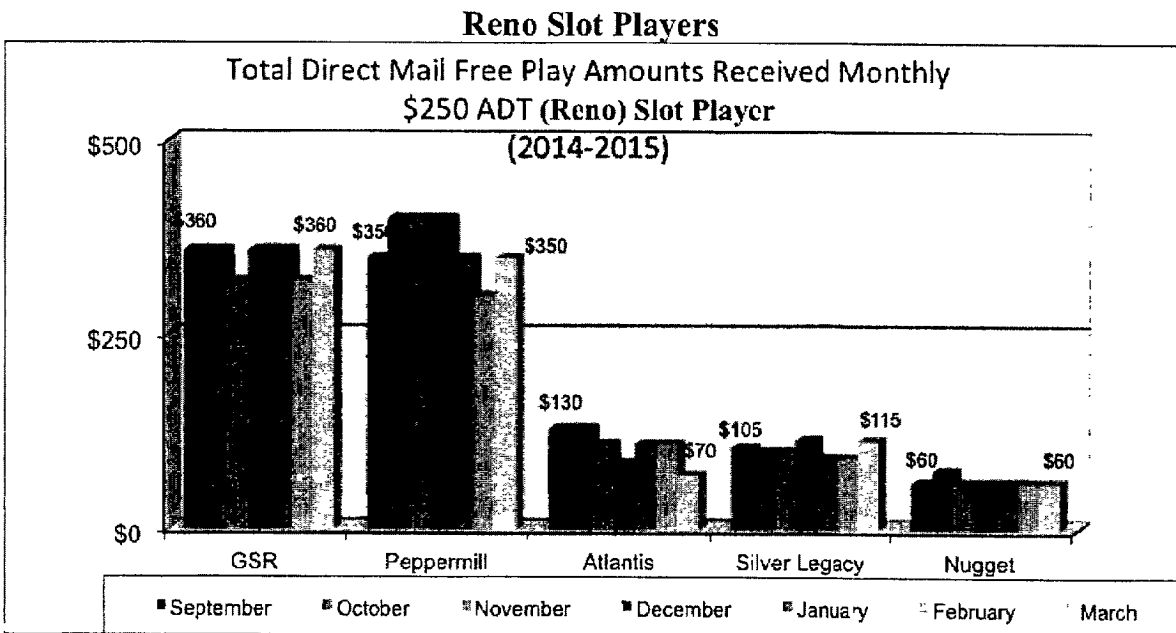
For baseline comparison purposes, six identical player accounts were established at Grand Sierra Resort and Casino. Comparable slot play takes place on each of these accounts each month as well.

In order to review the direct mail offers received, (3) player accounts have been established at each casino using a *Reno* address and (3) player accounts using a *Sacramento* address. One player account at each address is played to *\$250 ADT, \$100 ADT and \$50 ADT*.

In order to achieve an "apples to apples" comparison, similar slots & denominations are played at each casino during the course of each month's gaming visit to these casinos.

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the local Reno area slot players in March are compared in the charts below.



RESPONDENT PEPPERMILL CASINOS, INC.'S ANSWERING BRIEF

APPENDIX – CHRONOLOGICAL TABLE OF CONTENTS

DOCUMENT	DATE FILED or ADMITTED	VOL. NO.	PAGE NO.
VOLUME 1			
Defendant Peppermill Casinos, Inc.'s Motion to Dismiss Complaint	06/04/14	1	RA 00001 – 00024
Motion for Protective Order on an Order Shortening Time and for Stay of Depositions Pending Hearing on the Matter	06/19/14	1	RA 00025 – 00073
Defendant Peppermill Casinos, Inc.'s Reply to Plaintiff's Opposition to Motion to Dismiss Complaint	06/30/14	1	RA 00074 – 00087
Joinder to Defendant Peppermill Casinos, Inc.'s Reply to Plaintiff's Opposition to Motion to Dismiss Complaint	06/30/14	1	RA 00088 – 00091
Defendant Peppermill Casinos, Inc.'s Brief in Response to Court Order; Opposition to Plaintiff's Motion to Compel Gaming Control Board to Produce Documents; Opposition to Plaintiff's Motion to	07/03/14	1	RA 00092 – 00164

Compel Peppermill's Production of Documents; Opposition to Plaintiff's Motion for Protective Order			
GSR's Reply to Peppermill's Opposition to Motion to Compel Documents Under 16.1; Motion for a Protective Order, and Request for Gaming Records	07/08/14	1	RA 00165 – 00226
Request for Submission	07/15/14	1	RA 00227 – 00229
Peppermill Casinos, Inc.'s Amended Answer to Complaint	07/25/14	1	RA 00230 – 00240
Motion for Terminating Sanctions, Or, In the Alternative, Motion to Compel Discovery	08/25/14	1	RA 00241 – 00250
VOLUME 2			
Motion for Terminating Sanctions, Or, In the Alternative, Motion to Compel Discovery (Continued)	08/25/14	2	RA 00251 – 00345
Joinder to Motion for Terminating Sanctions, Or, In the Alternative, Motion to Compel Discovery	08/28/14	2	RA 00346 – 00348

Errata to Motion for Terminating Sanctions, Or, In the Alternative, Motion to Compel Discovery	09/03/14	2	RA 00349 – 00379
Plaintiff MEI-GSR Holdings, LLC, d/b/a Grand Sierra Resorts Motion to Strike and Dismiss Defendant Peppermill's Motion for Case Terminating Sanctions	09/09/14	2	RA 00380 – 00500
VOLUME 3			
Plaintiff MEI-GSR Holdings, LLC, d/b/a Grand Sierra Resorts Motion to Strike and Dismiss Defendant Peppermill's Motion for Case Terminating Sanctions (Continued)	09/09/14	3	RA 00501 – 00688
Recommendation for Order	09/19/14	3	RA 00689 – 00702
Recommendation for Order	09/26/14	3	RA 00703 – 00712
Request for Submission	09/26/14	3	RA 00713 – 00715
Defendant Peppermill Casinos, Inc.'s Opposition to Plaintiff's Motion to Strike and Dismiss Defendant Peppermill's Motion for Case Terminating Sanctions	09/26/14	3	RA 00716 – 00745

Confirming Order	10/01/14	3	RA 00746 – 00747
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Peppermill Casinos, Inc.'s Opposition to Plaintiff's Objection to Commissioner's Recommendation Denying Plaintiff's Motion for a Protective Order and Request for a Stay of Depositions Pending the Hearing on the Objection	10/24/14	4	RA 00771 – 00806
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Trial Exhibit 127 – GSR Buffalo Billboard :	01/11/16	14	RA 03288
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Trial Exhibit 150 - Lucas Rebuttal Report	01/22/16	18	RA 04293 - 04329
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Trial Exhibit 156 - 06/05/15 Errata to Plaintiff MEI-GSR Holdings, LLC, a Nevada Corporation, d/b/a Grand Sierra Resort's Amended Disclosure of Expert Witness	01/22/16	18	RA 04337 - 04369
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Trial Exhibit 221B – Emails (with notations) from Tors to various parties with PAR information dated 12/29/2011 – 06/13/2013	01/14/16	15	RA 03625 - 03636
Trial Exhibit 229 – GSR Wells Market Share Monthly Report, Percentage of Player for Peppermill v. GSR 2012 – 2013	01/11/16	14	RA 03383 – 03386
Trial Exhibit 232 - Aristocrat “NOTICE OF CONFIDENTIALITY OF PAR SHEETS”		22	RA 05361
Trial Exhibit 239 A – Email from Ryan Tors to NB Partners and William Paganetti Dated 06/07/12	01/22/16	19	RA 04557

Trial Exhibit 240 – Correspondence from Gaming Control dated 7/31/2013 Re: Investigation of Ryan 01/11/16Tors activities; Peppermill Property Receipts	01/11/16	14	RA 03387 – 03391
Trial Exhibit 241A - Emails dated 3/28/2010 – 11/2010 from Ryan Tors to other parties Re: PAR information (PM13272-13278) (PM13277, email between Tors and Scott Bean Re: Rail City comp reinvestment) - REDACTED		22	RA 05362 – 05368
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Trial Exhibit 305 - 12/31/10 State Gaming Control Board Gaming Revenue Report	01/22/16	20	RA 04385 – 04882
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Trial Exhibit 307 – 12/31/12 State Gaming Control Board Gaming Revenue Report	01/13/16	14	RA 03419 - 03466
Trial Exhibit 308 - 12/31/13 State Gaming Control Board Gaming Revenue Report	01/22/16	20	RA 04931 – 04978
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Trial Exhibit 315 - 2013 Partial Las Vegas Sands Corp 10K	01/22/16	21	RA 05131 – 05146
Trial Exhibit 316 - 2014 Partial Las Vegas Sands Corp 10K	01/22/16	21	RA 05147 – 05162
Trial Exhibit 317 - 03/31/15 Partial Las Vegas Sands Corp 10Q	01/22/16	21	RA 05163 – 05172
Trial Exhibit 318 - 06/30/15 Partial Las Vegas Sands Corp 10Q	01/22/16	21	RA 05173 – 05189
Trial Exhibit 319 - 2010 Partial Wynn Resorts, Limited 10K	01/22/16	21	RA 05190 – 05203
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Trial Exhibit 321 - 2011 Partial Wynn Resorts Limited 10K/A (Continued)	01/22/16	22	RA 05251 – 05256
Trial Exhibit 322 - 2012 Partial Wynn Resorts, Limited 10K	01/22/16	22	RA 05257 – 05266
Trial Exhibit 323 - 2013 Partial Wynn Resorts, Limited 10K	01/22/16	22	RA 05267 – 05280
Trial Exhibit 324 - 2014 Partial Wynn Resorts, Limited 10K	01/22/16	22	RA 05281 – 05293
Trial Exhibit 325 - 03/31/15 Partial Wynn Resorts, Limited 10Q	01/22/16	22	RA 05294 – 05302
Trial Exhibit 326 - 06/30/15 Partial Wynn Resorts, Limited 10Q	01/22/16	22	RA 05303 – 05315
Trial Exhibit 327 - 2010 Peppermill Reno 1C Video and Reel Analysis (Highly Confidential)	01/22/16	22	RA 05316 – 05317
Trial Exhibit 328 - 2011 Peppermill Reno 1C Video and Reel Analysis (Highly Confidential)	01/22/16	22	RA 05318 – 05319
Trial Exhibit 329 - 2012 Peppermill Reno 1C Video and Reel Analysis (Highly Confidential)	01/22/16	22	RA 05320 – 05321
Trial Exhibit 330 - 2013 Peppermill Reno 1C Video and Reel Analysis (Highly Confidential)	01/22/16	22	RA 05322 – 05323

Trial Exhibit 339 - Machine Performance Statistics	01/22/16	22	RA 05324
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Trial Exhibit 340.9 – Munsters	01/11/16	14	RA 03415

Trial Exhibit 358 - Portions of the Deposition Transcript of Craig Robinson		22	RA 05369 – 05375
Trial Exhibit 359 - Portions of the Deposition Transcript of Terry Vavra		22	RA 05376 – 05384
Trial Exhibit 35A – 11/03/14 GSR Answers to 2 nd Set of Interrogatories – REDACTED Interrogatory No. 14 and Response Only	01/21/16	16	RA 03761 – 03762
Trial Exhibit 360 - Portions of the Deposition Transcript of Ralph Burdick		22	RA 05385 – 05398
Trial Exhibit 361 - Portions of the Deposition Transcript of Toby Taylor		22	RA 05399 – 05406
Trial Exhibit 362 - Portions of the Deposition Transcript of Toby Taylor		22	RA 05407 – 05413
Trial Exhibit 363 - Portions of the Deposition Transcript of Michael Draeger		22	RA 05414 – 05421
Trial Exhibit 364 - Portions of the Deposition Transcript of David Schwartz		22	RA 05422 – 05443

Trial Exhibit 38 – “Reno Loosest Slots in the USA” Billboard by PM	01/11/16	14	RA 03284
Trial Exhibit 4 - GSR Billboard Photographs	01/11/16	14	RA 03260 – 03266
Trial Exhibit 5 – GSR Advertisements – “Loosest Buffalo”	01/11/16	14	RA 03267
Trial Exhibit 50 - GSR Slot Add Worksheet re: machine location and setting (including par) for certain machines	01/22/16	16	RA 03832 – 03850
Trial Exhibit 53 – 11/19/14 GSR Website Slots and Video Poker (Loosest Buffalo)	01/11/16	14	RA 03285
Trial Exhibit 54 – 11/07/14 & 11/17/14 List of games with par settings	01/11/16	14	RA 03286
Trial Exhibit 56 – Chart of GSR Earning Structure	01/11/16	14	RA 03287
Trial Exhibit 6 – 2341 Key on EBay	01/11/16	14	RA 03268 – 03280
Trial Exhibit 73 - Custodian of Records Statement	01/22/16	16	RA 03851 – 03852
Trial Exhibit 74 – CDC Invoices to GSR	01/15/16	15	RA 03637 – 03645

Trial Exhibit 75 - 05/07/10 CDC Report re: Slot Comp	01/22/16	16	RA 03853 – 03858
Trial Exhibit 76 - 05/12/10 CDC Report re: Direct Mail	01/22/16	16	RA 03859 – 03864
Trial Exhibit 77 – 06/2014 CDC Report re: Free Play & Comp Rewards	01/15/16	15	RA 03646 – 03650
Trial Exhibit 78 – 07/2014 CDC Report re: Direct Mail	01/15/16	15	RA 03651 – 03700
Trial Exhibit 79 - 08/2014 CDC Report re: Direct Mail	01/22/16	16	RA 03865 – 03912
Trial Exhibit 8 – 8:51 a.m. Tors Email	01/11/16	14	RA 03281 – 03282
Trial Exhibit 80 - 09/2014 CDC Report re: Direct Mail	01/22/16	16	RA 03913 – 03957
Trial Exhibit 81 - 10/2014 CDC Report re: Direct Mail	01/22/16	16	RA 03958 - 04000
Trial Exhibit 81 - 10/2014 CDC Report re: Direct Mail	01/22/16	17	RA 04001 – 04006
Trial Exhibit 82 – 11/2014 CDC Report re: Direct Mail	01/19/16	15	RA 03711 – 03750

Trial Exhibit 82 – 11/2014 CDC Report re: Direct Mail (Continued)	01/19/16	16	RA 03751 – 03757
Trial Exhibit 83 - 12/2014 CDC Report re: Direct Mail	01/22/16	17	RA 04007 – 04051
Trial Exhibit 84 - 01/2015 CDC Report re: Direct Mail	01/22/16	17	RA 04052 – 04096
Trial Exhibit 85 - 05/14/14 CDC Contract with GSR (signed by Mimno)	01/22/16	17	RA 04097 – 04099

October 2014
King v. King
Re: Divorce/Valuation
Second Judicial District Court of Nevada, Washoe County
Judge Egan Walker

December 2014
Ygoa v. Ygoa
Re: Divorce/Valuation
Humboldt County District Court, Humboldt County
Senior Judge John Iroz

July 2015
Anderson v. Tri-State Surveying, Ltd.
Re: Business Valuation/Economic Damages
Deposition

August 2015
The State of Nevada v. Mary Colleen Ortega
Re: Criminal Preliminary Hearing
Pershing County Justice Court
Justice Karen Stephens

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DOCUMENTS RELIED UPON

The following sources of information were considered in preparation of this report:

1. Aguero, Jeremy deposition transcript, September 15, 2015.
2. Applied Analysis, "Slot Market Assessment-Analysis of Industry Data", February 25, 2015.
3. Atlantis Casino and Resort advertisement in the Reno Gazette-Journal, August 2, 2015.
4. Declaration of John Farahi, dated October 13, 2015.
5. Discussions with Peppermill representatives.
6. E-mail from Ryan Tors dated December 29, 2011 with attached schedule.
7. E-mail from Ryan Tors dated June 15, 2012 with attached schedule.
8. Expert report prepared by Jeremy Aguero, dated June 4, 2015 (**Bates #GSREXP001-GSREXP028**).
9. Expert report prepared by Jeremy Aguero, dated August 27, 2015.
10. Klebanow, Andrew, "What Players Really Want," Indian Gaming magazine, December 2006.
11. Las Vegas Sands Corporation, Forms 10-Q and Forms 10-K as reported to the Securities and Exchange Commission.
12. Letter from John J. Ascuaga.
13. Letter from David Ensign, dated October 13, 2015.
14. Nevada Gaming Control Board Gaming Revenue Report for the Washoe County Reno Area for all Non-Restricted Locations.
15. Nevada Gaming Control Board NGC-31 reports for 2010 through 2014.

documents relied upon

16. Peppermill All Slots reports (Bates #PM20126 and PM2134).
17. Reilly, Robert F., CPA, "Valuation of Technology-Related Intangible Assets," Willamette Management Associates in the Summer 2015.
18. Schwartz, David G. Ph.D, deposition transcript, October 21, 2014.
19. Sullivan, Tom deposition transcript, August 4, 2015.
20. Tors Summary of information obtained with e-mails.
21. Uniloc USA, Inc. v. Microsoft Corp.: The CAFC Rejects the 25 Percent Rule, January 4, 2011.
22. University Computing Co. v Lykes-Youngstown Corp., 504 F.2d 518 (5th Cir. 1974).
23. Vavra, Terry deposition transcript, December 3, 2014.
24. Vermont Microsystems Inc. v. Autodesk, Inc., 88 F3d 142 (2d Cir. 1996).
25. Wynn Resorts, Ltd.-Las Vegas, Forms 10-Q and Forms 10-K as reported to the Securities and Exchange Commission.

documents relied upon

BACKGROUND

Grand Sierra Resort (GSR) is a hotel casino located in Reno, Nevada. GSR alleges that an employee of Peppermill Casinos, Inc. (Peppermill), Ryan Tors (Tors), made an unauthorized entry into certain slot machines located at the GSR. GSR alleges that Tors “illegally and unlawfully” opened certain machines and “unlawfully accessed the confidential and proprietary information contained within the machines, including each machine’s diagnostic screen and payback percentages.”

The GSR claims that the information obtained by Tors constitutes a trade secret, as it derives independent economic value, actual or potential, from it not being generally known to and not readily ascertainable by the public. Additionally, GSR maintains that they took reasonable efforts to maintain its secrecy. As a result, GSR claims they have been damaged.

Information was allegedly obtained by Tors on two occasions. The first instance was on December 29, 2011, when Tors reportedly obtained information on a total of seven penny slot machines. Nine penny slot machines are listed on Tors schedule, however, there are two duplicates. Additionally, Tors denies having accessed any of GSR’s slot machines on this date. The second instance was on June 14, 2012 when Tors reportedly obtained information on a total of six penny slot machines. In both instances Tors prepared a schedule which reflected the manufacture date, machine number, theoretical payback percentage and the gross theoretical hold percentage (referred to as Exhibits 7 and 8 to the depositions).

There are many terms that are utilized throughout the gaming industry with the same meaning. For clarification purposes, the following terms will be used herein and are defined as follows:

1. **Gross Theoretical Hold Percentage (Par)** – The internal Peppermill reporting identifies the gross theoretical hold percentage (par) as the “Gross Theo.” These terms are used interchangeably. This is the percent of total overall play, including free play that will be retained by the slot machine on a theoretical basis.
2. **Theoretical Payback Percentage** – The theoretical payback percentage is the amount that the player should theoretically retain. This is also referred to as the player payback settings, as established by the manufacturer of the slot machine. This is the information that was allegedly obtained by Tors via the diagnostic screen of the thirteen penny slot machines.
3. **Actual Hold Percentage** – The internal Peppermill reporting identifies the net actual hold percentage as the “hold percentage.” This is the percent of total overall play, including free play, which is actually retained by the slot machines.

4. **Net Actual Hold Percentage** – The internal Peppermill reporting identifies the actual hold as the “net hold percentage.” This is the percent of total overall play, excluding free play, which is actually retained by the slot machines.

Jeremy Agüero (Agüero) prepared an expert report dated June 4, 2015 (Bates #GSREXP001-GSREXP028). Agüero was retained on behalf of the GSR to evaluate potential damages stemming from Tors “unlawfully obtaining casino operating information from GSR slot machines.” Agüero notes that the fundamental question is to what extent GSR was damaged as a result of Peppermill’s actions. Agüero concludes that in instances where the ability to prove damages is not possible, courts have used a “reasonable royalty” approach under the Uniform Trade Secrets Act. Agüero arrived at a damage amount due to GSR based upon a reasonable royalty method. Agüero cites a Second Circuit Court of Appeals case, *Vermont Microsystems Inc. v. Autodesk, Inc.* quoting that a “reasonable royalty award attempts to measure a hypothetically agreed value of what the defendant wrongfully obtained from the plaintiff...the court calculates what the parties would have agreed to as a fair licensing price at the time that the misappropriation occurred.” On page three of Agüero’s report, he notes that there are many ways to calculate a reasonable royalty, respecting that the individualized facts and circumstances require a “flexible and imaginative approach to the problem of damages” when a misappropriation of the trade secret is put to commercial use. Agüero uses a 1% “hypothetical” increase as a basis for his damage conclusion and opines that a reasonable royalty of \$24.1 million due from the Peppermill to the GSR “would appear appropriate considering the facts and circumstances in the immediate case.”

Agüero prepared an amended expert report dated August 27, 2015 and opined that a reasonable royalty of \$8 million would be appropriate. Agüero testified that his conclusion set forth in his June 4, 2015 report of \$24.1 million was incorrect.

In a Stipulation for Settlement and Order executed on February 13, 2014, between the Peppermill and the Nevada Gaming Commission (NGC), Peppermill agreed to pay a \$1 million fine to the State of Nevada for the allegations against Tors for the unauthorized entry into certain casino penny slot machines. In the settlement hearing with the NGC, Bill Paganetti (Paganetti), one of the owners of Peppermill, is described as having said that an extra one percent point (referring to gross theoretical hold percentage or par) could add a \$100,000 per week in revenue. Agüero used this quote as a basis for certain “hypothetical” assumptions in his analysis.

On February 25, 2015 a report entitled “Slot Market Assessment-Analysis of Industry Data” was prepared by Applied Analysis and submitted to Marcus Prater, Executive Director, Association of Gaming Equipment Manufacturers. Agüero is a principal analyst with Applied Analysis. The report stated, the “objective of the analysis is to evaluate whether a lower or higher RTP impacts slot revenue.” RTP is defined as the return to the player. The report includes an analysis of the United States as a whole as well as an analysis of certain states, including Nevada.

Casino owners throughout Northern Nevada have provided declarations and/or letters stating that the information allegedly obtained by Tors has no value. See **APPENDIX C**. These statements from reputable and distinguished owners and operators of gaming properties in Northern Nevada provide proof that Agüero's "hypothetical negotiation" is illusionary and contrary to the realities of this case.

background

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SCOPE OF WORK

LVC was asked to:

1. Evaluate and, if appropriate, formulate rebuttal opinions regarding the June 4, 2015 report prepared by Jeremy Aguero.
2. Evaluate and, if appropriate, formulate rebuttal opinions regarding the August 27, 2015 report prepared by Jeremy Aguero.

scope of work

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ANALYSIS

Rebuttal to Jeremy Aguero's June 4, 2015 Report

In Aguero's June 4, 2015 report, he concludes that damages incurred by the GSR total \$24.1 million based upon a reasonable royalty determination. Aguero bases his conclusion on the following:

1. The assumption that the information obtained by Tors is a trade secret and was put to commercial use.
2. The assumption that an increase in the net actual hold percentage results in an increase in the total net slot revenue.
3. The reasonable royalty method is applicable for determining damages.

The factors considered by Tors and the assumptions made by Tors will be addressed below.

1. Was the Information Allegedly Obtained by Tors a Trade Secret Pursuant to the Uniform Trade Secrets Act and was it Put to Use by the Peppermill?

Chapter 600A of the Nevada Revised Statutes (NRS) is referred to as the Uniform Trade Secrets Act. Pursuant to NRS 600A.030, the definition of a trade secret includes information, including, without limitation, a formula, pattern, compilation, program, device, method, technique, product, system, process, design, prototype, procedure, computer programming or economic code that:

1. **Derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by the public or any other persons who can obtain commercial or economic value from its disclosure or use; and (emphasis added)**
2. Is the subject of efforts that are reasonable under the circumstances to maintain the secrecy of the trade secret.

Therefore, the question becomes whether the information allegedly obtained by Tors:

1. Derives independent economic value.
2. Is generally known to or is readily ascertainable by proper means by the public or GSR's competitors.
3. Was used by the Peppermill.

A. Derives Independent Economic Value

The question of whether the information allegedly obtained by Tors has independent economic value was addressed by Aguero during his deposition on September 15, 2015. Aguero admitted that he does not have an opinion on whether the information allegedly obtained by Tors has independent economic value.

Terry Vavra (Vavra), the Vice President of Development at the GSR was deposed on December 3, 2014. Vavra testified that an individual machine has no value, "it's what is done with this information is really where the value comes." Regarding the schedules prepared by Tors on the thirteen penny machines, Vavra opined that the information allegedly obtained by Tors has no value if not used. He agreed that the only time the information would have value to the Peppermill is if it was used somehow to generate a benefit.

Tom Sullivan (Sullivan), former Slot Director at the GSR was deposed on August 4, 2015. Sullivan testified that he would pay "nothing" to buy or license a par. He also testified that based upon his experience in the industry, pars do not have commercial value.

Other casino owners throughout Northern Nevada have provided confirmation that the information allegedly obtained by Tors has no value. See **APPENDIX C**. The statements from the casino owners explains why Aguero avoids the reality of gaming practice in the real and actual world of casino operations.

B. Readily Ascertainable by Proper Means by GSR's Competitors

David G. Schwartz, Ph.D. (Schwartz) is a consultant for the GSR and a NRS 16.1(a)(1)(C) disclosed expert in this matter. Schwartz testified in his deposition on October 21, 2014, that the casinos in Reno, Nevada promote their "payback rate" for their slot machines. Schwartz also testified that the GSR and other casinos market and advertise their "pars". Schwartz agreed that the GSR marketed, advertised and promoted the "hold percentages" for their Buffalo machines. The Buffalo machine is included on the list of slot machines allegedly accessed by Tors.

The following examples illustrate such availability using data from the Atlantis Hotel and Casino, Wynn Resorts, Ltd.-Las Vegas Operations and the Las Vegas Sands Corporation.

Atlantis Hotel and Casino

The Atlantis Hotel and Casino (Atlantis) advertises in the Reno Gazette-Journal, a local newspaper, that they were "20% Looser" based upon information published by the Nevada Gaming Control Board (NGCB) from the previous 12 months. In the gaming industry, looser

means that the gross theoretical hold (par) is lower and the theoretical payback percentage is higher.

Although inappropriate in the industry and evidence of Aguero's confusion, Aguero analyzes the net actual hold percentage to determine whether adjustments can be made to the gross theoretical hold percentage (par). Aguero is confusing par settings with what is actually reported on the NGCB Revenue Reports.

Nonetheless, to set forth an example, LVC considered the NGCB Gaming Revenue Report for the Washoe County Reno Area for All Nonrestricted Locations, for the time period July 1, 2014 through June 30, 2015, the previous twelve month period. The Atlantis, Peppermill and GSR all fall within this category of reporting to the NGCB. The Gaming Revenue Report sets forth the net actual hold percentage (identified as the win percent by the NGCB) of 5.14% as shown herein as APPENDIX A. If a casino advertises that they are "20% Looser" as the Atlantis does, one can compute the net actual hold percentage for the Atlantis by multiplying the 5.14% by 80%. The result is the net actual hold percentage for the Atlantis of 4.11% (5.14% x 80%). Therefore, using the Atlantis advertisement and Gaming Revenue Reports available on the NGCB website, the public and GSR's competitors can easily ascertain the net actual hold percentage of the Atlantis. See APPENDIX A. The data published by the NGCB is for casinos based upon a certain geographic area.

Wynn Resorts, Ltd.-Las Vegas

The Wynn Resorts, Ltd.-Las Vegas (Wynn) operates a hotel/casino in Las Vegas, Nevada. They are publicly traded, and as a result, are required to file quarterly and annual reports with the United States Securities and Exchange Commission (SEC). The quarterly reports are referred to as a Form 10-Q and the annual reports are referred to as a 10-K. The Forms 10-Q and 10-K, available to the public, report the slot machine win and the slot machine handle. Using this data one can arrive at the net actual slot hold percentage and the actual payback percentage. The analysis prepared by Aguero is based upon the net actual hold percentage and not the information allegedly obtained by Tors, the gross theoretical hold percentages (pars). See APPENDIX B.

Las Vegas Sands Corporation

The Las Vegas Sands Corporation (Sands) operates a hotel/casino in Las Vegas, Nevada. They are also publicly traded, and as a result, are required to file quarterly 10-Q and annual 10-K reports with the SEC. The Sands publishes their slot hold percentage. Therefore, it is not necessary to calculate, as the information is set forth on the financial statement.

As previously stated, the analysis prepared by Aguero is based upon the net actual hold percentage and not the information allegedly obtained by Tors, the gross theoretical hold percentages (pars).

C. Disclosure and Use

NRS 600A.050 addresses the determination of damages for the misappropriation of a trade secret. "Damages include both loss caused by misappropriation and unjust enrichment caused by misappropriation that is not taken into account in computing the loss. **In lieu of damages measured by any other methods, damages caused by misappropriation may be measured by imposition of liability for a reasonable royalty for a misappropriator's unauthorized disclosure or use of a trade secret**" (emphasis added).

Additionally, Aguero cites *University Computing Co. v Lykes-Youngstown Corp.*, 504 F.2d 518 (5th Cir. 1974) noting that the individualized facts and circumstances require a "flexible and imaginative approach to the problem of damages **when a misappropriation of the trade secret is put to commercial use**" (emphasis added).

Bill Paganetti has been quoted as representing that a 1% increase in the gross theoretical hold percentage (par) will increase revenue by \$100,000 per week. The question becomes whether this statement was taken out of context and whether the statement, if true, can be supported by financial records. If revenue is increased by \$100,000 per week, the annual increase in revenue equals \$5.2 million (\$100,000 x 52 weeks). However, page 4 of Aguero's report illustrates that the Peppermill did not increase their revenue by \$5.4 million, and in fact between 2010 and 2012, the total net slot revenue actually decreased. Later in this report a discussion of revenue will be reflected month by month for 2010 through 2014.

Aguero testified in his deposition on September 15, 2015 that he had no evidence that the information allegedly obtained by Tors was put to commercial use. This admission is made in light of Peppermill's production of over 800,000 pages of financial, marketing and slot operation related documents.

2. Is there a direct relationship between an increase in the net actual hold percentage, gross theoretical hold percentage (par) and total net slot revenue?

LVC has considered information for the Sands, Peppermill and the GSR which will be discussed in detail below.

Analysis of Peppermill NGC-31 Data

Using the data for the Peppermill as summarized in the table on page 4 of Aguero's report (Bates #GSREXP006), **Exhibit 1** summarizes the monthly net slot revenue and the monthly net actual hold percentage. As can be noted in yellow in **Exhibit 1** below, an increase in the net actual hold percentage does not necessarily result in an increase in total net slot revenue. For example, between August 2010 and September 2010, the net slot revenue decreased from \$7,633,996 to \$7,249,668. However, the net actual hold percentage increased. Between

September 2010 and October 2010, the net slot revenue increased, yet the net actual hold percentage decreased. Between October 2010 and November 2010, the net slot revenue decreased, however, the net actual hold percentage increased. The same comparison has been prepared for the years 2011, 2012, 2013 and 2014 as reflected in Exhibit 2 through Exhibit 5, respectively.

It should be noted that the NGC-31 reports, which are submitted to the NGCB identify the revenue figure as Total Gross Slot Revenue. The revenue figure reported to the NGCB is equal to the net slot revenue, excluding free play and not the gross slot revenue. The internal reporting of the Peppermill refers to this figure as the net win.

EXHIBIT 1
Grand Sierra Resort v. Peppermill
Comparison of Peppermill's Total Coin-In, Net Slot Revenue and Net Actual Hold Percentage
January through December 2010

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u> ²
PM2870	January	2010	\$ 183,101,006	\$ 7,419,235	4.05%
PM2872	February	2010	168,408,584	6,033,417	3.58%
PM2874	March	2010	181,573,144	7,051,750	3.88%
PM2876	April	2010	182,863,091	6,341,575	3.47%
PM2878	May	2010	210,266,642	7,948,072	3.78%
PM2880	June	2010	186,433,911	6,921,857	3.71%
PM2882	July	2010	189,104,392	7,003,559	3.70%
PM2884	August	2010	198,286,568	7,633,996	3.85%
PM2886	September	2010	181,069,408	7,249,668	4.00%
PM2888	October	2010	193,283,396	7,668,756	3.97%
PM2890	November	2010	161,598,998	6,540,113	4.05%
PM2892	December	2010	162,003,429	6,325,826	3.90%
			\$2,197,992,570	\$ 84,137,824	

Source: Peppermill Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win to the Peppermill as internally reported by the Peppermill.

2 - Characterized by Mr. Aguero as "hold percentage."

analysis

EXHIBIT 2
Grand Sierra Resort v. Peppermill
Comparison of Peppermill's Total Coin-In, Net Slot Revenue and Net Actual
Hold Percentage
January through December 2011

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u> ²
PM2894	January	2011	\$ 170,203,877	\$ 6,840,670	4.02%
PM2896	February	2011	169,710,111	6,136,051	3.62%
PM2898	March	2011	185,693,027	6,871,605	3.70%
PM2900	April	2011	180,199,536	6,455,245	3.58%
PM2902	May	2011	186,878,526	6,309,115	3.38%
PM2904	June	2011	182,350,607	5,984,838	3.28%
PM2906	July	2011	191,343,344	7,278,588	3.80%
PM2908	August	2011	191,109,834	7,195,973	3.77%
PM2910	September	2011	176,766,790	6,356,670	3.60%
PM2912	October	2011	189,292,086	6,849,382	3.62%
PM2914	November	2011	162,364,635	6,090,084	3.75%
PM2916	December	2011	184,126,479	6,585,228	3.58%
			\$ 2,170,038,851	\$ 78,953,449	

Source: Peppermill Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win to the Peppermill as internally reported by the Peppermill.

2 - Characterized by Mr. Aguero as "hold percentage."

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analysis

EXHIBIT 3
Grand Sierra Resort v. Peppermill
Comparison of Peppermill's Total Coin-In, Net Slot Revenue and Net Actual
Hold Percentage
January through December 2012

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot</u>	<u>Net Actual</u>
				<u>Revenue</u> ¹	<u>Hold</u> <u>Percentage</u> ²
PM2918	January	2012	\$ 179,378,127	\$ 5,894,653	3.29%
PM2920	February	2012	172,992,889	6,204,220	3.59%
PM2922	March	2012	191,193,156	6,538,651	3.42%
PM2924	April	2012	178,776,935	5,703,828	3.19%
PM2926	May	2012	185,598,222	6,753,700	3.64%
PM2928	June	2012	158,464,192	6,113,902	3.86%
PM2930	July	2012	169,864,858	6,562,273	3.86%
PM2932	August	2012	183,610,601	6,923,795	3.77%
PM2934	September	2012	171,400,234	6,386,889	3.73%
PM2936	October	2012	166,809,274	6,173,256	3.70%
PM2938	November	2012	158,973,129	5,862,362	3.69%
PM2940	December	2012	162,247,037	6,452,843	3.98%
			<u>\$ 2,079,308,653</u>	<u>\$ 75,570,373</u>	

Source: Peppermill Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win to the Peppermill as internally reported by the Peppermill.

2 - Characterized by Mr. Aguero as "hold percentage."

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analysis

EXHIBIT 4
Grand Sierra Resort v. Peppermill
Comparison of Peppermill's Total Coin-In, Net Slot Revenue and Net Actual
Hold Percentage
January through December 2013

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u> ²
PM2942	January	2013	\$ 160,369,923	\$ 5,203,605	3.24%
PM2944	February	2013	166,686,460	6,369,401	3.82%
PM2946	March	2013	191,008,045	6,797,961	3.56%
PM2948	April	2013	167,997,533	6,077,550	3.62%
PM2950	May	2013	173,976,479	6,168,617	3.55%
PM2952	June	2013	179,856,188	6,670,333	3.71%
PM2954	July	2013	186,209,032	7,236,136	3.89%
PM2956	August	2013	198,885,349	7,560,532	3.80%
PM2958	September	2013	184,478,306	6,898,291	3.74%
PM2960	October	2013	176,790,551	6,754,218	3.82%
PM2962	November	2013	180,499,531	6,636,563	3.68%
PM2964	December	2013	162,160,275	5,765,382	3.56%
			\$ 2,128,917,671	\$ 78,138,590	

Source: Peppermill Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win to the Peppermill as internally reported by the Peppermill.

2 - Characterized by Mr. Aguero as "hold percentage."

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analysis

EXHIBIT 5
Grand Sierra Resort v. Peppermill
Comparison of Peppermill's Total Coin-In, Net Slot Revenue and Net Actual
Hold Percentage
January through December 2014

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u> ²
PM2966	January	2014	\$ 177,362,430	\$ 6,395,552	3.61%
PM2968	February	2014	172,345,902	6,314,362	3.66%
PM2970	March	2014	192,182,008	6,755,037	3.51%
PM2972	April	2014	170,938,656	6,333,364	3.71%
PM2974	May	2014	195,150,344	7,610,457	3.90%
PM2976	June	2014	177,447,761	6,967,267	3.93%
PM2978	July	2014	191,853,092	7,340,995	3.83%
PM2980	August	2014	198,458,488	7,853,186	3.96%
PM2982	September	2014	172,629,725	6,652,550	3.85%
PM2984	October	2014	180,026,639	6,911,834	3.84%
PM2986	November	2014	178,305,772	7,309,543	4.10%
PM2988	December	2014	167,168,486	6,811,983	4.07%
			\$ 2,173,869,302	\$ 83,256,130	

Source: Peppermill Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win to the Peppermill as internally reported by the Peppermill.

2 - Characterized by Mr. Aguero as "hold percentage."

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Analysis of GSR NGC-31 Data

Exhibit 6 through Exhibit 11 summarize the monthly total net slot revenue and the net actual hold percentage using the NGC-31 reports filed with the NGCB by the GSR. As can be noted in yellow throughout these exhibits, an increase in the net actual hold percentage does not necessarily result in an increase in total net slot revenue.

analysis

EXHIBIT 6						
Grand Sierra Resort v. Peppermill						
Comparison of Grand Sierra Resort's Total Coin-In, Total Net Slot Revenue and Net Actual Hold Percentage						
January through December 2009						
<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u>	
GSR010344	January	2009	\$ 44,874,068	\$ 3,902,275	8.70%	
GSR010345	February	2009	42,133,044	1,924,004	4.57%	
GSR010346	March	2009	51,917,410	1,426,602	2.75%	
GSR010347	April	2009	47,490,558	2,945,229	6.20%	
GSR010348	May	2009	53,316,751	2,164,235	4.06%	
GSR010349	June	2009	53,561,525	765,207	1.43%	
GSR010350	July	2009	59,175,608	2,825,595	4.77%	
GSR010352	August	2009	62,597,749	3,467,538	5.54%	
GSR010353	September	2009	56,198,378	2,132,068	3.79%	
GSR010355	October	2009	55,181,219	2,639,081	4.78%	
GSR010356	November	2009	55,181,219	405,327	0.73%	
GSR010358	December	2009	64,365,589	1,098,560	1.71%	
			<u>\$ 645,993,120</u>	<u>\$ 25,695,721</u>		

Source: GSR Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win.

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analysis

EXHIBIT 7
Grand Sierra Resort v. Peppermill
Comparison of Grand Sierra Resort's Total Coin-In, Total Net Slot Revenue and
Net Actual Hold Percentage
January through December 2010

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u>
GSR010359	January	2010	\$ 62,468,818	\$ 2,308,962	3.70%
GSR010360	February	2010	53,116,144	1,984,788	3.74%
GSR010366	March	2010	68,949,904	1,305,544	1.89%
GSR010367	April	2010	57,549,100	2,068,371	3.59%
GSR010368	May	2010	65,024,390	1,880,313	2.89%
GSR010369	June	2010	59,264,824	1,584,435	2.67%
GSR010370	July	2010	64,329,117	2,652,014	4.12%
GSR010371	August	2010	69,206,688	2,224,102	3.21%
GSR010372	September	2010	59,631,609	2,937,314	4.93%
GSR010373	October	2010	63,399,671	2,836,163	4.47%
GSR010374	November	2010	57,638,020	1,336,663	2.32%
GSR010375	December	2010	60,736,272	1,196,381	1.97%
			<u>\$ 741,314,556</u>	<u>\$ 24,315,053</u>	

Source: GSR Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win.

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analysis

EXHIBIT 8
Grand Sierra Resort v. Peppermill
Comparison of Grand Sierra Resort's Total Coin-In, Total Net Slot Revenue and
Net Actual Hold Percentage
January through December 2011

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u>
GSR010376	January	2011	\$ 54,561,609	\$ 3,810,855	6.98%
GSR010377	February	2011	49,860,168	2,637,464	5.29%
GSR010361	March	2011	53,657,133	2,165,585	4.04%
GSR010362	April	2011	52,663,280	1,905,480	3.62%
GSR010363	May	2011	50,001,373	1,707,303	3.41%
GSR010364	June	2011	49,461,088	3,031,575	6.13%
GSR010365	July	2011	60,300,398	3,420,517	5.67%
GSR010378	August	2011	57,975,465	2,869,562	4.95%
GSR010379	September	2011	50,881,332	2,441,343	4.80%
GSR010380	October	2011	52,320,918	2,480,895	4.74%
GSR010381	November	2011	48,993,075	1,795,928	3.67%
GSR010382	December	2011	49,401,065	886,852	1.80%
			\$ 630,076,905	\$ 29,153,358	

Source: GSR Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win.

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analysis

EXHIBIT 9
Grand Sierra Resort v. Peppermill
Comparison of Grand Sierra Resort's Total Coin-In, Total Net Slot Revenue and Net Actual Hold Percentage
January through December 2012

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u>
GSR010384	January	2012	\$ 44,728,093	\$ 2,795,128	6.25%
GSR010383	February	2012	51,119,884	2,611,518	5.11%
GSR010385	March	2012	52,112,399	2,909,977	5.58%
GSR010386	April	2012	53,364,409	1,350,673	2.53%
GSR010387	May	2012	56,411,200	1,795,109	3.18%
GSR010388	June	2012	58,353,915	2,673,536	4.58%
GSR010400	July	2012	62,696,470	2,420,005	3.86%
GSR010390	August	2012	63,292,608	3,307,234	5.23%
GSR010389	September	2012	55,451,002	2,536,756	4.57%
GSR010391	October	2012	52,699,119	3,401,049	6.45%
GSR010392	November	2012	50,351,230	2,287,593	4.54%
GSR010393	December	2012	53,007,241	2,449,145	4.62%
			<u>\$ 653,587,571</u>	<u>\$ 30,537,724</u>	

Source: GSR Monthly Gross Revenue (NGC-31) Reports.

¹ - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win.

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analysis

EXHIBIT 10
Grand Sierra Resort v. Peppermill
Comparison of Grand Sierra Resort's Total Coin-In, Total Net Slot Revenue and
Net Actual Hold Percentage
January through December 2013

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u>
GSR010394	January	2013	\$ 49,265,410	\$ 2,065,256	4.19%
GSR010395	February	2013	52,105,536	2,494,176	4.79%
GSR010396	March	2013	58,365,457	3,483,018	5.97%
GSR010397	April	2013	56,303,579	2,508,196	4.45%
GSR010398	May	2013	58,883,031	2,840,355	4.82%
GSR010399	June	2013	54,789,290	2,671,838	4.88%
GSR010423	July	2013	66,208,829	3,438,335	5.19%
GSR010415	August	2013	70,676,828	3,258,666	4.61%
GSR010435	September	2013	67,776,686	2,825,686	4.17%
No data provided	October	2013			
No data provided	November	2013			
No data provided	December	2013			

Source: GSR Monthly Gross Revenue (NGC-31) Reports.

1 - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win.

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EXHIBIT 11
Grand Sierra Resort v. Peppermill
Comparison of Grand Sierra Resort's Total Coin-In, Total Net Slot Revenue and Net Actual Hold Percentage
January through December 2014

<u>Source</u>	<u>Month</u>	<u>Year</u>	<u>Total Coin-In</u>	<u>Total Net Slot Revenue</u> ¹	<u>Net Actual Hold Percentage</u>
GSR010421	January	2014	\$ 58,338,867	\$ 2,082,589	3.57%
GSR010419	February	2014	67,198,257	3,502,388	5.21%
GSR010429	March	2014	71,749,580	2,812,791	3.92%
GSR010413	April	2014	61,796,778	2,800,773	4.53%
GSR010431	May	2014	73,037,372	2,963,370	4.06%
GSR010427	June	2014	64,755,039	2,922,879	4.51%
GSR010425	July	2014	76,284,927	3,670,385	4.81%
GSR010416	August	2014	79,059,520	2,908,717	3.68%
GSR010437	September	2014	69,969,767	2,161,041	3.09%
GSR010433	October	2014	70,949,274	3,383,824	4.77%
No data provided	November	2014			
No data provided	December	2014			

Source: GSR Monthly Gross Revenue (NGC-31) Reports.

¹ - The NGC-31 Reports identify this figure as the Total Gross Slot Revenue. However, the casinos are not required to pay tax on the free play. Therefore, this figure is equal to the Net Win.

By dividing the GSR's total net slot revenue by the total coin-in, one can determine the net actual hold percentage. By performing this analysis with the information from January through September of each year as forth in Exhibits 7 through 11, it is revealed that the GSR's second lowest net actual hold percentage is in 2014 at 4.15% for the period January 2014 through September 2014. However, even at this lower net actual hold percentage, the GSR reported the highest total coin-in and the highest total net slot revenue for the same time period (2009 to 2014). The GSR records also show the fallacy of Aguero's assumption that coin-in would remain constant.

Las Vegas Sands Corporation Quarterly Data Available to the Public

Using the Las Vegas Sands Corporation Forms 10K as set forth at Bates #PM12668, the annual slot handle and the slot hold percentage is reported for the years ended December 31, 2010 and 2011. Using the slot handle and the slot hold percentage one can calculate the total net slot revenue. The slot handle increased by \$719,999 (in thousands), the net slot revenue increased by \$42,225 (in thousands), yet the slot hold percentage decreased. As set forth in this

example, an increase or decrease in the net actual hold percentage does not necessarily equate to a corresponding increase or decrease in net slot revenue.

Andrew Klebanow and Applied Analysis

Andrew Klebanow, Principal at Gaming Market Advisors wrote an article entitled “What Players Really Want” which was published in the Indian Gaming magazine in December 2006. Gaming Market Advisors is a gaming research and consulting firm. They specialize in marketing plan and business plan development, market research, casino property analysis, service quality measurement programs and player rewards programs designed exclusive for the gaming and hospitality industries. In this article Klebanow wrote, “An argument can be made that **reducing** the hold percentage of a slot floor can actually yield greater returns to the casino operator. In other words, by reducing the hold percentage of the slot floor and enhancing value customers receive when they play in a casino, that casino can increase customer satisfaction, market share and profitability” (emphasis added).

Additionally, the report prepared by Applied Analysis on February 25, 2015, entitled “Slot Market Assessment-Analysis of Industry Data” concludes that the “slot hold percentage has continued to edge up during the same post-recession timeframe, while gaming volumes have continued to edge down.” They also state, “**while statistical correlations on a state-by-state basis vary due to any number of factors, the broader, aggregate trends would suggest a rising hold percentage has not translated into incremental gaming revenue for operators during the post-recession era. In fact, they very well may be contributing to its decline**” (emphasis added). Therefore, Aguero’s own firm has concluded that an increase in the net actual hold percentage does not necessarily result in an increase in the total net slot revenue.

As discussed in detail above, an increase in the net actual hold percentage or the gross theoretical hold percentage (par) does not necessarily result in an increase in the total net slot revenue. In his deposition on September 15, 2015, Aguero agreed that “pars do not necessarily correlate directly to revenue.” Therefore, Aguero’s assumption for which he bases his damage conclusion, is in direct contradiction to the report prepared by his firm, is contrary to the financial records discussed above, and is flawed.

3. What are the damages utilizing the reasonable royalty method?

Aguero admits that he is unable to quantify damages in this instance. As a result, he utilizes a reasonable royalty approach and opines that a reasonable royalty of \$24.1 million due from the Peppermill to the GSR “would appear appropriate considering the facts and circumstances in the immediate case.”

Aguero bases his damage determination on a 25% royalty. As noted in the Court of Appeals for the Federal Circuit case, *Uniloc USA, Inc. v. Microsoft Corp.*, 447 F.Supp.2d 177 (2006), the 25% rule of thumb, is a “**fundamentally flawed tool for determining a baseline royalty**

rate in a hypothetical negotiation.” The Court of Appeals precluded its use for damage calculations and the ruling read as follows:

This court now holds as a matter of Federal Circuit Law that the 25 percent rule of thumb is a fundamentally flawed tool for determining a baseline royalty rate in a hypothetical negotiation. Evidence relying on the 25 percent rule of thumb is thus inadmissible under Daubert and the Federal Rules of Evidence, because it fails to tie a reasonable royalty base to the facts of the case at issue.

The Court of Appeals criticized the application of the 25 percent rule because there was no link between the rule and the specific case. In the matter at hand, Aguero fails to link the rule to the specific facts and appears to have haphazardly selected a 25 percent royalty rate with no explanation regarding its applicability.

In determining damages pursuant to NRS 600A.050, there must be unauthorized disclosure or use of the trade secret. Additionally, Aguero cites *University Computing Co. v Lykes-Youngstown Corp.*, 504 F.2d 518 (5th Cir. 1974) that the individualized facts and circumstances require a “flexible and imaginative approach to the problem of damages when a misappropriation of the trade secret is put to commercial use” (emphasis added).

Aguero has testified that he is assuming that the information allegedly obtained by Tors is a trade secret. He also testified that there is no evidence reflecting the use of the information by the Peppermill. Therefore, even if it is determined that the information is a trade secret, without use, the reasonable royalty method is not applicable and cannot be used.

A well respected author, Robert F. Reilly, MBA, CPA/ABV, CVA, CFA, ASA, (Reilly) has co-authored textbooks and has written articles published in various magazines. He has written numerous articles involving the calculation of damages relating to intangible assets and the valuation of intangible assets. He wrote an article entitled “Valuation of Technology-Related Intangible Assets” which was published in the Insights magazine by Willamette Management Associates in the Summer 2015. The article defines technology based assets as those that create proprietary knowledge and processes. When assessing the amount of reasonable compensation related to a technology intangible asset, there are a number of factors that may be considered, as outlined by Reilly as follows:

1. The calculation of the amount of income that the intangible asset would have earned or contributed but for the damage event, compared to the amount of income the intangible asset actually did earn or contribute after the damage event.
2. A quantification of the amount of income decrease that the owner experienced since the damage event.

3. A projection of the amount of actual or hypothetical royalty income that the owner will forego as a result of the damage event. That royalty income relates to the actual or hypothetical outbound license of the intangible asset, before the intangible asset experiences any of the effects of the damage event.
4. The remaining useful life of the intangible asset is a factor that is typically taken into consideration in every technology related intangible asset valuation, performed for any purpose.

Aguero has failed to discuss any of these factors specific to the thirteen penny slot machines. Aguero bases his damage calculation on a limited amount of information gleaned from thirteen penny slot machine pay tables and then applied this limited information to an entire casino floor of slot machines. The slot machines contained on an entire casino floor have different paytables, player payback percentages and different denominations. Thus, different approaches are typically taken for configuring this wide variety of slot machines, and there is no "one size fits all" approach. Recall that Tors allegedly obtained information from within seven penny slot machines on December 29, 2011, and six penny slot machines on June 14, 2012. The total number of slot machines operated by the GSR in December 2011 and June 2012 totaled approximately 1,100. Therefore, Tors allegedly obtained information from 1.18% (13 divided by 1,100) of the total slot machines. For Aguero to base a damage calculation on information derived from 1.18% of the total slot machines, for a multi-year period, defies all logic and common sense. Additionally, Aguero did not take into consideration the useful life of the payback percentages, nor did he provide any analysis regarding the data previous to the alleged damage versus after the alleged damage.

ANALYSIS

Rebuttal to Jeremy Aguero's August 27, 2015 Report

On August 27, 2015, Aguero submitted an amended expert report with two notable changes. On page 4 he identifies the slot revenue for the Peppermill between December 29, 2011 and July 12, 2013 as \$116.3 million. He opines that if the reasonable royalty is limited to the time period for which the "Peppermill admitted to the theft of GSR's slot machine payback percentages by unlawfully accessing GSR's slot machines (December 29, 2011 through July 12, 2013) would result in a reasonable royalty in the amount of \$8 million." He noted that his original set forth in his June 4, 2015 was incorrect.

LVC's rebuttal comments as addressed in this report above are the same whether the time period consists of 2010 through 2014 or the more limited time period of December 29, 2011 through July 12, 2013. However, it should be noted that it is LVC's understanding that the Peppermill never received the data allegedly obtained by Tors on July 12, 2013. Therefore, Aguero's revised damage calculation is in error and should not be relied upon for the reasons stated in detail above.

CONCLUSION

The information allegedly obtained by Tors does not derive independent economic value, is readily ascertainable by proper means by the public and GSR's competitors and there is no evidence that it was used by the Peppermill. The reasonable royalty method is applicable under the Uniform Trade Secrets Act (in instances where the ability to prove damages or unjust enrichment is not possible), but results in no amount due from the Peppermill, because among other things, there is no evidence that the information was put to commercial use.

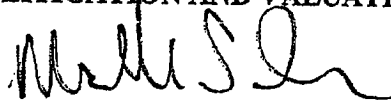
Worse, Agüero has confused gross par settings with an analysis that is strictly limited to net hold percentages. These are different concepts that cannot be used interchangeably. GSR contends that pars are trade secrets and were misappropriated. Those pars were gross pars and not net pars. Agüero's report does not calculate damages based upon independent economic value of the gross pars allegedly misappropriated by Tors. Therefore, Agüero's analysis is wrong and cannot be relied upon in this matter.

Agüero's "hypothetical negotiation" is irrelevant and misleading. As shown in **APPENDIX C**, casino owners have confirmed that the "hypothetical negotiation" would in fact demonstrate that the information allegedly obtained by Tors is of no value to competitors of the GSR and/or the Peppermill. It is unreasonable to conclude that any reasonable and experienced casino operator would pay any money whatsoever for the information allegedly obtained by Tors.

LVC's conclusions are based on the information made available. If subsequent information is provided, LVC's opinions and conclusions may change. LVC reserves the right to revise and/or supplement this report if necessary. If you have any questions, please do not hesitate to contact us.

Sincerely,

LITIGATION AND VALUATION CONSULTANTS, INC.



Michelle Salazar, CPA/ABV, CVA, CFE
President

APPENDIX A

WASHOE COUNTY RESNO AREA
ALL UNRESTRICTED LOCATIONS
WLN FIGURES ARE IN THOUSANDS (Sgd 900)

GAMING REVENUE REPORT

UNIT DESCRIPTION	CURRENT MONTH SUMMARY - JUNE, 2015					THREE MONTH SUMMARY - 04/01/15 TO 06/30/15					TWELVE MONTH SUMMARY - 07/01/14 TO 06/30/15				
	# OF LOC'S	# OF UNITS	WIN AMOUNT	% CHANGE	WIN PERCENT	# OF LOC'S	# OF UNITS	WIN AMOUNT	% CHANGE	WIN PERCENT	# OF LOC'S	# OF UNITS	WIN AMOUNT	% CHANGE	WIN PERCENT
GAMES AND TABLES:															
THIRTY-ONE	22	213	3,194	-21.81	14.49	12	214	19,193	-9.34	15.83	12	210	29,890	-5.19	14.49
CRAPS	11	23	1,562	-25.46	15.38	11	23	2,540	-11.80	15.39	11	20	15,348	6.08	15.91
ROULETTE	9	26	428	4.13	21.15	10	27	1,921	5.44	28.55	10	27	8,390	6.48	21.34
3-CARD POKER	9	22	693	-16.20	28.66	9	22	1,790	-10.25	37.02	9	20	6,521	-9.53	36.98
WHEEL-ROULETTE	1	1	150	13.54	9.29	1	1	1,079	88.05	13.18	1	1	5,192	48.71	13.72
KEEO	7	12	462	-7.70	29.55	8	13	1,195	-20.23	25.73	8	13	5,674	-3.81	28.98
LET IT RIDE	6	9	211	-29.90	11.11	8	9	365	-34.29	24.72	8	8	2,329	-3.32	28.92
WAL GOW	5	6	51	-45.82	10.34	5	6	443	34.43	18.20	6	6	2,282	19.95	15.32
LET GOW POKER	10	47	1,024	16.22	25.20	10	47	2,724	1.42	20.51	10	48	11,452	-0.90	21.13
BLACK JACK (I)	12	11	266	-39.37	16.68	14	12	915	-17.81	15.85	14	9	3,455	-5.57	16.32
BLACK JACK (II)	11	14	110	8.89	6.50	14	14	2,070	137.05	6.52	14	14	13,453	33.84	7.39
OTHER GAMES	24	24	241	52.54	7.44	25	25	987	-35.21	5.90	24	24	2,993	8.85	15.95
TOTAL GAMES	12	419	8,454	-14.56	14.61	12	421	27,422	-3.93	14.84	12	420	119,941	1.61	15.01
CARD GAMES	6	52	421	-6.49		6	52	1,332	-7.87		6	52	5,869	-3.47	
SLOT MACHINES:															
1 CENT	16	3,396	15,425	6.47	7.60	16	3,835	44,485	-6.24	7.61	16	3,813	162,433	11.22	7.51
5 CENT	11	129	139	-26.65	6.48	14	138	416	-11.78	6.71	15	147	1,388	4.07	5.88
25 CENT	18	379	1,378	-4.86	7.11	18	394	3,860	-9.81	7.16	18	420	14,990	-2.57	6.95
1 DOLLAR	17	787	2,444	9.45	4.10	17	774	7,321	-2.77	5.96	17	710	29,411	6.41	4.07
MEDWAGERS	11	28	185	-11.29	16.93	11	24	619	-11.67	13.60	11	25	2,544	-6.99	11.42
5 DOLLAR	10	107	416	-7.33	5.10	10	109	983	-18.78	4.34	10	110	4,556	-3.55	4.74
25 DOLLAR	5	16	4	-26.28	0.28	6	17	176	126.78	3.96	6	15	896	148.22	4.20
100 DOLLAR	4	11	4	-69.70	-12.82	4	11	50	16.45	1.76	4	11	364	36.15	3.19
MULTI DENOMINATION	16	5,982	17,986	-8.89	4.18	16	6,027	54,198	-3.85	4.17	16	6,177	211,184	-2.82	4.18
OTHER SLOT MACHINES	1	1	244	73.10		1	1	965	62.12		1	1	2,088	25.52	
TOTAL SLOT MACHINES	19	11,068	37,638	2.01	5.23	19	11,312	111,163	-0.11	5.20	19	11,479	434,782	3.00	5.14
TOTAL GAMING WIN			48,922	-2.82				141,849	-0.95				540,623	2.69	
11RACE FARI-MUTUEL	7	7	253	-29.64	15.99	7	7	108	-23.26	15.90	7	7	3,305	-4.55	16.60
121STORIES POOL DETAIL															
FOOTBALL	12	12	-16	10.71	-100.54	12	12	-191	27.59	0.00	14	14	5,485	61.81	7.91
BASKETBALL	14	14	343	1123.52	14.36	14	14	787	855.05	6.94	14	14	5,128	36.02	6.31
BASEBALL	14	14	27	-84.18	0.13	14	14	867	32.48	6.37	14	14	979	-25.94	3.14
SNOWS PARLAY CRAPS	8	8	4	187.69	47.84	10	10	1,104.78	1.80		14	14	2,782	16.12	38.38
OTHER			51	-79.21	3.86			587	83.60	14.22			1,075	61.82	9.27

Column may not foot due to rounding. Unit detail is shown separately only when there are 3 or more locations reporting specific unit information. Otherwise, such information is included in 'OTHER' categories.

FIGURES ARE CURRENT AS OF: 07/22/15

APPENDIX B

**APPENDIX B
GRAND SIERRA RESORT v. PEPPERHILL**

Summary of Slot Machine Win, Slot Machine Handle and Slot Hold Percentage and Payback Percentage for Wynn Resorts, Ltd.-Las Vegas Operations

	Year Ended				Year Ended				Year Ended				Year Ended			
	Q2-2011	2011	Q1-2012	Q2-2012	Q3-2012	2012	Q1-2013	Q2-2013	Q3-2013	2013	Q1-2014	Q2-2014	Q3-2014	2014	Q1-2015	Q2-2015
Slot Machine Win ¹	\$ 43,186	\$ 170,027	\$ 43,002	\$ 40,484	\$ 46,326	\$ 177,420	\$ 42,283	\$ 44,689	\$ 45,843	\$ 177,452	\$ 45,501	\$ 46,131	\$ 47,446	\$ 185,458	\$ 48,417	\$ 51,010
Slot Machine Handle (Coin-In) ¹	\$ 673,825	\$ 2,738,261	\$ 718,909	\$ 707,840	\$ 723,514	\$ 2,908,678	\$ 696,394	\$ 712,603	\$ 733,540	\$ 2,874,646	\$ 743,798	\$ 706,870	\$ 788,131	\$ 3,008,563	\$ 762,184	\$ 712,147
Slot Hold % (Net Actual Hold %) ²	6.4%	6.2%	6.0%	5.7%	6.4%	6.1%	6.1%	6.3%	6.3%	6.2%	6.1%	6.5%	6.0%	6.2%	6.4%	7.2%
Payback % ³	93.6%	93.8%	94.0%	94.3%	93.6%	93.9%	93.9%	93.7%	93.7%	93.8%	93.9%	93.5%	94.0%	93.8%	93.6%	92.8%

Source:

* - All amounts are in thousands unless otherwise specified.

1 - The slot machine win and the slot machine handle were obtained from quarterly Forms 10Q and annual Forms 10K for Wynn Resorts, Ltd.-Las Vegas operations which are available to the public.

2 - The slot hold % was calculated using information obtained from the Forms 10Q and 10K for Wynn Resorts, Ltd.-Las Vegas operations. The slot hold % is the same as net actual hold % and is calculated by dividing the slot machine win by the slot machine handle.

3 - The payback % is the percentage retained by the player. It is the inverse of the slot hold %.

APPENDIX C

DECLARATION OF JOHN FARAH

John Farahi, being first duly sworn, deposes and states under penalty of perjury as follows:

1. I am Co-Chairman of the Board of Directors of Monarch Casino and Resort, Inc. I am also Chief Executive Officer of Monarch Casino and Resort, Inc. and have served in that capacity since 1993.
2. I have also served as Chief Executive Officer of Golden Road Motor Inn, Inc. since 1993. I have been responsible for the major and important operational decisions concerning the operations of the Atlantis Casino Resort.
3. I have been asked to express my opinion concerning the issue of whether par settings on slot machines have independent economic value. I have extensive familiarity with the Northern Nevada casino market. I am familiar with and have substantial experience in decisions, strategies and operations of slot machine strategies and marketing programs.
4. I have over 30 years' experience regarding slot machine operations, strategies and marketing programs.
5. I have been provided a copy of and I am familiar with the Plaintiff MEI-GSR Holdings, LLC, d/b/a/ Grand Sierra Resort's Supplemental Disclosure of Expert Witness to which Jeremy Aguero's August 28, 2015 Amended Expert Report is attached.
6. In my opinion, Mr. Aguero's Amended Expert Report is flawed, incorrect and unreliable.
7. Every casino could engage in the same process as did Mr. Aguero in his August 27, 2015 Amended Report. Each casino property in Northern Nevada can readily ascertain its own "slot machine operating metrics" and can easily ascertain its own total coin in for any given year, its own total slot revenue for any given year and its

own "net hold" percentage (net win) for any given year. A casino operator could then easily and properly compare its own slot machine operating metrics to the information revealed by Nevada Gaming Control Board revenue reports to ascertain whether the casino's net floor par is below or above the market as reflected in the gaming revenue reports and could adjust its par settings accordingly.

8. One of the mistakes Mr. Agüero has made is to suggest that higher pars mean increased revenue. The higher the par setting, the less time on device by the customer. Reduced time on device reduces the entertainment value to the customer. Raising pars alone does not increase coin in.

9. I have been made aware of the fact that Ryan Tors was a former employee of the Peppermill and that he utilized a "reset key" (2341 key) to obtain hold percentages from various slot machines from various gaming casinos, including the Atlantis, in the Reno/Sparks area.

10. Attached hereto is what I have been informed are Exhibits 7 and 8 to the depositions taken in the above-captioned matter. Assuming that the par and payback percentage information reflected in these exhibits is accurate, it is my opinion that the information set forth and contained in Exhibits 7 and 8 attached hereto is too limited to have value to a reasonably prudent casino operator or owner. As the Chief Executive Officer of the company that owns and operates the Atlantis Casino Resort Spa, I would not pay any money whatsoever for a license to know or use the par and payback percentages set forth in the attached exhibits.

DATED this 13 day of Oct, 2015.



JOHN FARAHE

From: Ryan Tors
ant: Thursday, December 29, 2011 8:59 AM
fo: NBPartners; Rob Erwin; John C Hanson (Reno GM)
Subject: Grand Sierra



Grand Sierra
pars.xls

Thanks-
Ryan Tors
Peppermill Casinos
775 689 7499

HIGHLY CONFIDENTIAL



Grand Sierra

12/29/2011

1	04-15-08	440	91.83	8.17	Buffalo
2	04-15-07	21016	91.83	8.17	Buffalo
	Aristocrat	55722	average	8.17	
1	04-15-08	440	93.99	6.01	Ducks in a Row
2	04-15-07	21016	94.03	5.97	Cleopatra
3	04-15-06	571	94.03	5.97	Money Strom
4	05-25-02	50060	93.98	6.02	Texas Tea
5	05-25-03		94.98	5.02	Munsters
6	05-25-01		94.00	6.26	Dbl Dia 2000
7	03-25-04	358	93.97	6.03	Lil Lady
	IGT		average	5.90	
			overall average	6.40	

*all machines that I can key quickly were flagged as having been loosened, some had the dangler pulled off

HIGHLY CONFIDENTIAL

PM 0080

RA 04535

From: Ryan Tors
Sent: Friday, June 15, 2012 8:51 AM
To: NBPartners; John C Hanson (Reno GM); Billy Paganetti; David McHugh
Subject: Grand Sierra pars



Grand Sierra
pars1.xls

Thanks-
Ryan Tors
Peppermill Casinos
775 689 7499

HIGHLY CONFIDENTIAL



6/14/2012

Grand Sierra

1	04-07	20375	93.99	6.01	Ducks in a Row
2	04-18	1011	91.82	8.18	Buffalo
3	04-10	20050	94.06	5.94	Enchanted Unicorn
4	01-07	127	94.01	5.99	Cats
5	10-47	246	93.99	6.01	Horoscope
6	05-26	937	92.51	7.49	Wolf Run
			average	6.60	

HIGHLY CONFIDENTIAL

PM 0082

RA 04537

October 6, 2015

Via Email: michelle@lvcreno.com

Michelle Salazar, CPA/ABV, CVA, CFE

Litigation and Valuation Consultants

1575 Delucchi Lane, Suite 217

Reno, NV 89502

Via Email: stacy@olympiangaming.com

Stacy Friedman

Olympian Gaming

13915 S.W. Otter Lane

Beaverton, OR 97008

Via Email: tony.lucas22@gmail.com

Anthony Lucas, Ph.D.

2562 Deer Season Street

Henderson, NV 89052

Via Email: tsullivannv@yahoo.com

Tom Sullivan

5525 Tannerwood Drive

Reno, NV 89511

Re: Grand Sierra Resort v. Peppermill Casinos Inc. re: Par Settings

Through Peppermill's counsel, Kent Robison, I have been asked for my opinion on the discussion regarding par settings (theoretical hold percentages) of video reel slot machines in Northern Nevada and if I consider them to be secret and or confidential. They are not. It is known throughout the industry that par settings are ascertainable through a variety of proper means. In fact most casinos in Northern Nevada are fully aware of and have knowledge about the par settings of their competitors.

My career in gaming started in the early 50's with a gentleman from Boise, Idaho named Dick Graves who owned a number of restaurants throughout Idaho. I had met Dick while working my way through college. Dick was much more than a restaurateur. He was a great idea man. So when Idaho outlawed slot machines in restaurants, Mr. Graves packed up and headed to the Reno/Sparks area in 1953 and I joined him fresh out of school.

In 1955, Graves opened Dick Graves' Nugget in Sparks, Nevada. By 1960, I agreed to purchase the 60 seat coffee shop with a row of slot machines with a handshake deal. Over 5 decades John Ascuaga's Nugget grew from that coffee shop on B Street in Sparks, Nevada to a full season destination resort that included 1600 rooms, 9 award winning restaurants, over 110,000 square feet of convention space, big name entertainment, and a full service casino floor with numerous table games and over 1,500 slot machines at one time.

As a Northern Nevada casino operator for over 55 years, I became very familiar with the gaming and marketing strategies needed to run a successful operation. I am well aware of the shopping activities that occur amongst the Northern Nevada casinos. Shopping is an accepted industry practice by which competitors attempt to learn more about each other through inspections, visits, and other analytical tools. The Nevada Gaming Control Board Reports also reflect the net par settings for Northern Nevada casinos, including the six largest performing casinos. While

individual properties are not identified in the gaming reports, the net par for the various markets are published.

To be competitive it is far more valuable to ascertain a specific market's par from public records than it is to know individual par settings on individual machines of individual competitors.

For many reasons, pars change frequently. Pars mean nothing without additional information such as free play, theoretical win, frequency, variability, comp reinvestment percentage and much more. Pars alone, without information about the machine, the floor par, the other slot settings and free play have no value in and of themselves. Each operator knows their coin in slot revenue and the net par for that specific market. Therefore, any casino operator could determine whether to raise or lower pars based upon their own net win percentage compared to the net pars of the market in Northern Nevada published by gaming. Par levels are not a secret. In fact we have ascertained pars of competitors through the various methods previously listed.

Because so much information is available concerning the par settings of the Northern Nevada casinos, it is my firm belief that pars have no independent economic value. I have also considered the issue of whether any reasonable and thoughtful casino operator and owner would pay any money for a license agreement to have access to the par setting of other casinos. The notion is absurd. No reasonably prudent casino operator would pay money to have access to another casino's pars.

I hope the foregoing helps you with your assignments to formulate expert opinions in the above-referenced matter. Thank you for your courtesy and cooperation.

Sincerely,


John J. Ascuaga

October 13, 2015

Kent Robison
Robison, Belaustegui, Sharp & Low
71 Washington St
Reno, Nv 89503

Dear Mr. Robison,

I have been asked to inform you of my opinions concerning these issues.

1. Do the 7 or 9 pars (theoretical hold percentages) reflected on the attached two schedules have any independent economic value? They do not. The par settings of individual machines located at a competitor's casino do not have any value, independent or otherwise.
2. Would I pay money to know the par settings on a handful (say 15) of penny video reel slot machines of a competitor? I would not. The information has no value.
3. If I were to be involved in negotiations with a competitor where I was asked to pay for the "knowledge" that I could raise my floor par by 1% point and still be lower than my competitor, I would refuse to pay any money for that "knowledge". That "knowledge" is readily ascertainable without having to pay for it.
4. Paying money for the par settings on video reel penny slot machines of my competitors would be foolish and in my opinion that would never happen in the real world. Too many factors and influences are involved in gaming practices, slot strategies and casino operations for par settings to have any independent economic value.
5. If I negotiated for 18 months of complete and unfettered access to another casino's par settings, I would offer no money for that access. Without knowing much more about the other casino's operation, paying for access to pars alone would be foolish.

Sincerely,



David Ensign

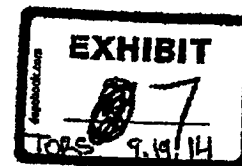
RA 04541

From: Ryan Tors
art: Thursday, December 29, 2011 8:59 AM
To: NSPartners; Rob Erwin; John C Hanson (Reno GM)
Subject: Grand Sierra



Thanks-
Ryan Tors
Peppermill Casinos
775 689 7499

HIGHLY CONFIDENTIAL



Grand Sierra

12/29/2011

1	04-15-08	440	91.83	8.17	Buffalo
2	04-15-07	21016	91.83	8.17	Buffalo
	Aristocrat	65722	average	8.17	
1	04-15-08	440	93.99	6.01	Ducks in a Row
2	04-15-07	21016	94.03	5.97	Cleopatra
3	04-15-05	671	94.03	5.97	Money Storm
4	05-25-02	50060	93.98	6.02	Texas Tea
5	05-25-03		94.98	6.02	Munsters
6	05-25-01		94.00	6.26	Dbf Dia 2000
7	03-25-04	358	93.97	6.03	Lil Lady
	IGT		average	6.90	
			overall average	6.40	

*all machines that I can key quickly were flagged as having been loosened, some had the dangler pulled off

HIGHLY CONFIDENTIAL

PM 0080

RA 04543

From:
Sent:
To:
Subject:

Ryan Tors
Friday, June 15, 2012 8:51 AM
NBPartners; John C Hanson (Reno GM); Billy Paganetti; David McHugh
Grand Sierra pars



Grand Sierra
pars1.xls

Thanks-
Ryan Tors
Peppermill Casinos
775 689 7499

HIGHLY CONFIDENTIAL



6/14/2012

Grand Sierra

1	04-07	20375	93.99	6.01	Ducks in a Row
2	04-18	1011	91.82	8.18	Buffalo
3	04-10	20050	94.06	5.94	Enchanted Unicorn
4	01-07	127	94.01	5.99	Cats
5	10-47	246	93.99	6.01	Horoscope
6	05-26	937	92.51	7.49	Wolf Run
			average	6.60	

HIGHLY CONFIDENTIAL

PM 0082

RA 04545

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1085
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IN ASSOCIATION WITH:

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cvellis@nevadafirm.com
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Telephone: (775) 851-8700
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*Attorneys for Defendant Peppermill Casinos,
Inc., d/b/a Peppermill Casino*

**IN THE SECOND JUDICIAL DISTRICT FOR THE STATE OF NEVADA
IN AND FOR THE COUNTY OF WASHOE**

MEI-GSR HOLDINGS, LLC, a Nevada
Corporation, d/b/a/ GRAND SIERRA RESORT,

**CASE NO.: CV13-01704
DEPT. NO.: B7**

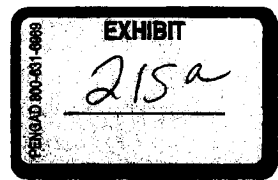
Plaintiff,

vs.

BUSINESS COURT DOCKET

PEPPERMILL CASINOS, INC., a Nevada
Corporation, d/b/a/ PEPPERMILL CASINO;
RYAN TORS, an individual; JOHN DOES I-X
and JANE DOES I-X and CORPORATIONS I-X,

Defendant(s).



PEPPERMILL CASINOS, INC.'S AMENDED ANSWER TO COMPLAINT

Defendant Peppermill Casinos, Inc. ("Peppermill") submits the following as and for its
Amended Answer.

1. Peppermill admits that on December 29, 2011, Ryan Tors used a master key to gain

1 access to nine GSR slot machines at the Grand Sierra Resort ("GSR"). Peppermill management
2 had knowledge of the activity.

3 2. Peppermill admits that on June 14, 2012, Ryan Tors gained access to six GSR slot
4 machines by and through the use of a master key (2341). Peppermill management had knowledge
5 of the activity.

6 3. Peppermill admits that on July 12, 2013, Defendant Ryan Tors gained access to six
7 GSR slot machines at the GSR. Peppermill learned of the event from the Gaming Control Board.

8 4. As a result of Mr. Tors being detained for the July 12, 2013 incident, the Nevada
9 Gaming Control Board initiated an exhaustive investigation into Mr. Tors' activities and the
10 Peppermill's knowledge and participation therein.

11 5. The Peppermill has admitted the allegations alleged in the Gaming Control Board's
12 proposed Complaint.

13 6. On February 20, 2014, the Nevada Gaming Commission conducted a hearing for
14 public comment on the Gaming Control Board Complaint against the Peppermill. Bill Paganetti
15 presented comments to the Gaming Commission, wherein he, on behalf of the Peppermill,
16 admitted that the Peppermill had knowledge of Mr. Tors' activities and further stated that the
17 information obtained by Tors was not used by the Peppermill.

18 7. Bill Paganetti, on behalf of the Peppermill, stipulated that the Peppermill be fined
19 \$1,000,000. The fine has been paid.

20 8. Peppermill admits the allegations set forth in paragraphs 1 and 2 of GSR's
21 Complaint.

22 9. In response to paragraph 3 of the GSR Complaint, Peppermill admits that it
23 condoned Tors' activities that occurred on December 29, 2011, and June 14, 2012. Because the
24 phrase "all times relevant to this Complaint" is unintelligible, Peppermill denies that it "ratified"
25 conduct of Tors "for all times relevant" to GSR's Complaint. Moreover, the accusation calls for a
26 legal conclusion.

27 10. Responding to paragraph 4 of GSR's Complaint, Peppermill admits that it became
28 aware of Tors' keying activities on December 29, 2011, June 14, 2012, and eventually those of

1 July 12, 2013. Because the phrase "at all times relevant to this Complaint" is vague and
2 unintelligible, Peppermill denies that Tors was acting in the course and scope of his employment
3 "at all times relevant to" GSR's Complaint.

4 11. Peppermill denies the allegations in paragraph 5 of GSR's Complaint.

5 12. Responding to paragraph 6, Peppermill can neither admit nor deny the allegations
6 because they are unintelligible. Without knowing what "actions of the Defendants and their
7 employees and/or agents" refers to, the Peppermill does not have sufficient information upon
8 which it can form a belief as to the truth or falsity of the vague reference to "the actions" and
9 therefore denies the same.

10 13. Peppermill admits the allegations in paragraph 7 of GSR's Complaint.

11 14. Responding to paragraph 8 of GSR's Complaint, Peppermill admits that Tors was
12 an employee from December 28, 2011, through July 12, 2013. Because the phrase "at all times
13 mentioned herein" is vague, Peppermill denies those allegations. Peppermill admits that Tors
14 was within his employment on December 29, 2011, June 14, 2012, and July 12, 2013.

15 15. Responding to paragraph 9 of GSR's Complaint, Peppermill admits the allegations
16 contained therein.

17 16. Responding to paragraph 10 of the GSR Complaint, Peppermill admits that Tors,
18 through the use of a master key (2341), accessed six slot machines at the GSR. Peppermill denies
19 that the information was confidential and/or proprietary because of the manner in which GSR
20 publicly advertised its par percentages and because of GSR's failure to properly safeguard what it
21 now considers to be trade secrets.

22 17. Responding to paragraph 11 of GSR's Complaint, Peppermill admits that Tors is
23 not an employee of GSR and it admits that Tors was not authorized by GSR to access computer
24 diagnostics of GSR's slot machines. Peppermill denies all other allegations set forth in paragraph
25 11.

26 18. Responding to paragraph 12 of GSR's Complaint, Peppermill admits that Tors was
27 detained by GSR on July 12, 2013, and admits that the Nevada Gaming Control Board has called
28 and notified. Peppermill denies all other allegations in paragraph 12.

1 19. Responding to paragraph 13 of GSR's Complaint, Peppermill admits that Tors
2 stated he was a corporate analyst of the Peppermill and that he stated he was at the GSR for the
3 purpose of accessing diagnostic information from certain slot machines belonging to GSR.

4 20. Responding to paragraph 14 of GSR's Complaint, Peppermill admits that Tors
5 stated that the July 12, 2013 incident was not an isolated incident and that he had "keyed" for the
6 previous year. Peppermill denies that Tors stated that he did so "especially at the Grand Sierra
7 Resort".

8 21. Responding to paragraph 15 of GSR's Complaint, Peppermill admits that Tors was
9 escorted from the premises and was advised that if he returned to the premises he would be
10 prosecuted for trespassing.

11 22. Responding to paragraph 16 of GSR's Complaint, Peppermill admits that on July
12 12, 2013, Tors obtained diagnostic information in the six GSR slot machines identified and
13 denies the remaining allegations of paragraph 16.

14 23. Responding to paragraph 17 of GSR's Complaint, Peppermill admits that Tors had
15 a list, but lacks sufficient information upon which to base or form a belief as to the truth or falsity
16 of the remaining allegations and therefore denies the same.

17 24. Responding to paragraph 18 of GSR's Complaint, Peppermill denies that the
18 diagnostic screens and payback percentage information is proprietary or confidential to GSR
19 because of GSR's marketing and advertising campaign in which it divulged to the public its par
20 percentages. Further, master keys (2341) are prevalent throughout the community and can be
21 purchased on line, therefore negating any suggestion that unless otherwise protected, what is
22 revealed by the use of a master key is neither proprietary nor confidential.

23 25. Responding to paragraph 19 of GSR's Complaint, Peppermill denies as set forth
24 hereinabove and incorporates its responses to paragraphs 1 through 18 as fully set forth herein.

25 26. Responding to paragraph 20 of GSR's Complaint, Peppermill admits that NRS
26 600.A.010 says what it says, but the quote in paragraph 20 is inappropriate because of the manner
27 in which GSR cites the Nevada statute. Peppermill denies that GSR implemented efforts that
28 were reasonable under the circumstances to maintain the secrecy of its par percentages.

1 27. Responding to paragraph 21 of GSR's Complaint, Peppermill denies that Tors
2 breached NRS 600A.010 because of GSR's failure to implement efforts that were reasonable
3 under the circumstances to maintain the secrecy of the diagnostics in the GSR slot machines.
4 Peppermill denies the remaining allegations in paragraph 21.

5 28. Responding to paragraph 22 of GSR's Complaint, Peppermill denies that GSR
6 derived independent economic value, actual or potential, from its par percentage settings. The
7 Peppermill denies that because of GSR's marketing and advertising promotions, it made
8 reasonable efforts to keep its diagnostic information secret. Based on GSR's marketing and
9 advertising programs, the GSR made its par percentages readily ascertainable by proper means by
10 the public or any other persons who were exposed to GSR's marketing and advertising
11 campaigns. The allegations of paragraph 22 are also denied because of GSR's failure to lock the
12 diagnostic information, knowing full well that master keys (2341) were present and prevalent
13 throughout the gaming community.

14 29. Responding to paragraph 23 of GSR's Complaint, Peppermill denies that its
15 managerial employees, including former employee Ryan Tors, will in the future access GSR's
16 machines and therefore Peppermill denies that it or any of its employees are likely to
17 misappropriate anything from GSR.

18 30. Responding to paragraph 24 of GSR's Complaint, Peppermill admits that NRS
19 600A.035 says what it says. The quote is incomplete.

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25 32. Responding to paragraph 26 of GSR's Complaint, Peppermill denies that a
26 conspiracy as alleged is possible under applicable Nevada law and therefore denies the
27 allegations.

28 33. Responding to paragraph 27 of GSR's Complaint, Peppermill admits that Tors

1 gained access to GSR slot machines on December 29, 2011, and June 14, 2012, but denies all
2 remaining allegations, since the alleged conspiracy cannot exist as a matter of law.

3 34. Responding to paragraph 28 of GSR's Complaint, Peppermill denies that GSR has
4 sustained any damages whatsoever as a result of Tors' conduct. GSR has steadfastly refused to
5 provide any information in discovery or otherwise that would suggest in any way that the GSR
6 "has suffered general and special damages" of any amount of any kind of damages and therefore
7 paragraph 28 must be denied.

8 35. Responding to paragraph 29 of GSR's Complaint, Peppermill denies the allegations
9 set forth therein.

10 36. Responding to paragraph 30 of GSR's Complaint, Peppermill denies the allegations
11 set forth therein.

12 37. Responding to paragraph 31 of GSWR's Complaint, Peppermill denies as
13 previously set forth and incorporates herein its responses to paragraphs 1-30.

14 38. Responding to paragraph 32 of GSR's Complaint, Peppermill admits that Tors was
15 a corporate analyst and that he did visit other gaming establishments and obtained par percentages
16 from other casinos. All other accusations are denied.

17 39. Responding to paragraph 33 of GSR's Complaint, Peppermill admits that Tors
18 accessed GSR machines at the GSR on July 12, 2013, and did so to determine whether GSR was
19 falsely advertising its par percentages and payback percentages of its slot machines. Peppermill
20 denies the remaining allegations.

21 40. Responding to paragraph 34 of GSR's Complaint, Peppermill denies vicarious
22 liability "for all tortious conduct" committed by Tors. Because GSR has sustained no damages or
23 harm because of Tors' activities, Peppermill denies the remaining allegations.

24 41. Responding to paragraph 35 of GSR's Complaint, Peppermill denies that GSR has
25 sustained any damages whatsoever as a result of Tors' activities. GSR has improperly and
26 wrongfully refused to comply with Nevada law and has steadfastly failed to produce any
27 information or evidence that it sustained any damages whatsoever.

28 42. Responding to paragraph 36 of GSR's Complaint, Peppermill denies that Tors'

1 activities were wanton or reckless and denies all allegations therein.

2 43. Responding to paragraph 37 of GSR's Complaint, Peppermill denies all allegations
3 therein.

4 44. Responding to paragraph 38 of GSR's Complaint, Peppermill denies as previously
5 set forth and incorporates herein as though fully set forth its responses to paragraphs 1 through
6 37.

7 45. Responding to paragraph 39 of GSR's Complaint, Peppermill does not know
8 whether GSR has an interest in protecting confidential and proprietary information because it has
9 failed to do so with respect to par percentages on its slot machines. Peppermill, therefore, denies
10 that GSR has implemented or exercised appropriate safeguards to protect what it now alleges to
11 be confidential and proprietary information or trade secrets of its business.

12 46. Responding to paragraph 40 of GSR's Complaint, Peppermill denies that GSR took
13 adequate and reasonable measures or efforts to protect what it now alleges to be confidential and
14 proprietary. GSR has not adequately or effectively made any attempts to limit access to
15 diagnostic data contained in its slot machines because of the widespread use of master keys and
16 the recognition that technicians from slot machine manufacturers, other casino employees and
17 indeed the public in general have access to master keys (2341). Peppermill denies, therefore, that
18 GSR is entitled to any form of injunctive relief against the Peppermill.

19 47. Responding to paragraph 41 of GSR's Complaint, GSR makes requests rather than
20 alleges facts. Peppermill denies the need and/or propriety of ordering Peppermill to cease and
21 desist, as the Peppermill is prepared to stipulate that neither it nor any of its employees will make
22 any future attempts to access GSR slot machines or other gaming devices at GSR.

23 48. Responding to paragraph 42 of GSR's Complaint, Peppermill denies that there
24 exists any actual or threatened efforts to access GSR gaming devices. Particularly in light of the
25 Gaming Control Board's involvement, injunctive relief is neither appropriate or required and the
26 allegations in paragraph 42 are therefore denied.

27 49. Responding to paragraph 43 of GSR's Complaint, Peppermill denies the allegations
28 set forth therein.

AFFIRMATIVE DEFENSES

1
2 1. GSR's Complaint fails to state a claim for vicarious liability, since as a matter of
3 law vicarious liability is not a claim for relief.

4 2. As set forth in its motions, GSR's Complaint should be dismissed for improper
5 pleading practices and failure to abide by the mandatory provisions of NRCP 16.1.

6 3. The Court has ruled that the Peppermill not be restrained and enjoined and for even
7 stronger reasons there presently exists no need for a injunctive relief given the Gaming Control
8 Board's jurisdiction over this matter.

9 4. GSR has abused process by alleging that the Peppermill conspired with its own
10 employees, knowing full well that an employer cannot legally conspire with its own employees.

11 5. GSR failed to make any reasonable efforts to preserve what it now in hindsight
12 refers to as secrets and proprietary information and has therefore not stated a claim upon which
13 relief can be granted.

14 6. GSR's marketing and advertising programs boast par percentages, thereby revealing
15 to the public the settings for par percentages and hold percentages of its slot machines, resulting
16 in a waiver of any claim under the Nevada Trade Secret Act.

17 7. GSR is estopped from obtaining the relief requested in its Complaint.

18 8. GSR's Complaint fails to state claims upon which relief can be granted, since it
19 admittedly cannot establish any losses, injury or damages caused by Tors' activities.

20 9. Discovery will reveal that, if damaged, GSR failed to mitigate. The only financial
21 damages that GSR can claim is paying attorneys for filing a claim against Peppermill, knowing
22 full well that GSR has sustained no damages whatsoever.

23 10. GSR continues to refuse and fail implementing reasonable safeguards and
24 protective measures preventing the public, other gaming properties and third persons from
25 obtaining diagnostic information from its machines.

26 11. GSR has waived each and every claim for relief set forth in its Complaint.

27 12. Punitive damages cannot be awarded or considered because GSR has sustained no
28 consequential damages.

1 13. GSR is not entitled to civil penalties as though have already been imposed by the
2 Gaming Control Board.

3 14. Under the circumstances, any award of punitive damages would be
4 unconstitutional.

5 15. The Court's rejection of GSR's request for an injunction against the Peppermill is
6 the law of the case and should not be revisited.

7 16. Par percentages have no bearing on GSR's revenues when taken in light of all
8 marketing, advertising and promotional activities that have been pursued by the GSR.

9 17. Knowing that it sustained no damages, GSR brought its claims in bad faith, in
10 violation of Rule 11, and should be held accountable for vexatious and malicious initiation and
11 prosecution of this case.

12 18. To the extent the slot department of the GSR is mismanaged, revenue consequences
13 are attributable only to the GSR's managerial practices and not in any way related to the activities
14 of Tors.

15 19. Discovery may lead to additional affirmative defenses and to the extent discovery
16 reveals additional affirmative defenses, Peppermill will seek amendment of this answer to plead
17 accordingly.

18 WHEREFORE, Peppermill requests judgment as follows:

19 1. That GSR's Complaint be dismissed with prejudice and GSR take nothing by and
20 because of its Complaint;

21 2. Peppermill be awarded its costs of Court and reasonable attorneys' fees for
22 defending this action; and

23 3. For such other relief as the Court determines to be appropriate under the
24 circumstances.

25 **AFFIRMATION**
26 Pursuant to NRS 239B.030

27 The undersigned does hereby affirm that this document does not contain the social security
28

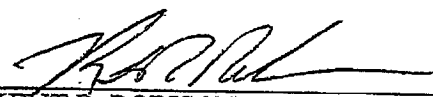
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///

1 number of any person.

2 DATED this 25th day of July, 2014.

3 ROBISON, BELAUSTEGUI, SHARP & LOW
4 A Professional Corporation
5 71 Washington Street
6 Reno, Nevada 89503

7 

8 KENT R. ROBISON
9 KEEGAN G. LOW
10 THERESE M. SHANKS
11 Attorneys for Defendant
12 Peppermill Casinos, Inc., d/b/a Peppermill Casino

13 IN ASSOCIATION WITH:

14 CLARK V. VELLIS, ESQ.
15 Cotton, Driggs, Walch, Holley, Woloson
16 & Thompson
17 800 S. Meadows Parkway, Suite 800
18 Reno, Nevada 89521

28

Robison, Belaustegui,
Sharp & Low
71 Washington St.
Reno, NV 89503
775) 329-3151

1 **CERTIFICATE OF SERVICE**

2 Pursuant to NRCPC 5(b), I certify that I am an employee of ROBISON, BELAUSTEGUI,
3 SHARP & LOW, and that on this date I caused to be served a true copy of the PEPPERMILL
CASINOS, INC.'S AMENDED ANSWER TO COMPLAINT

4 _____ by placing an original or true copy thereof in a sealed envelope, with sufficient
5 postage affixed thereto, in the United States mail at Reno, Nevada, addressed to:

6 X by using the Court's CM/ECF Electronic Notification System addressed to:
7 H. STAN JOHNSON, ESQ.
8 TERRY KINNALLY, ESQ.
9 Cohen-Johnson, LLC
Email: sjohnson@cohenjohnson.com
tkinnally@cohenjohnson.com
Attorneys for Plaintiff

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Attorneys for Defendant Ryan Tors

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13 Cotton, Driggs, Walch, Holley, Woloson & Thompson
Email: cvellis@nevadafirm.com
Attorneys for Defendant Peppermill Casinos, Inc.

14 MICHAEL P. SOMPS, ESQ.
15 DARLENE B. CARUSO, ESQ.
16 State Gaming Control Board
555 East Washington Avenue, Suite 3900
Las Vegas, NV 89101-1068
17 Email: dcaruso@ag.nv.gov
msomps@ag.nv.gov
18 *Attorneys for Nevada Gaming Control Board*

19 _____ by electronic email addressed to the above.
20 _____ by personal delivery/hand delivery addressed to:
21 _____ by facsimile (fax) addressed to:
22 _____ by Federal Express/UPS or other overnight delivery addressed to:

23 DATED: This 25th day of July, 2014.

24 
25 _____
26 V. JAYNE FERRETTO
27
28

Denise Vessie

From: Ryan Tors
Sent: Thursday, June 07, 2012 8:53 PM
To: NBPartners; William Paganetti
Subject: [REDACTED]

Bill. Sorry I forgot. We had Jane's friend over for dinner tonight. I will visit the competition in the morning.

EXHIBIT
239(a)



Reno Casinos
Direct Mail Rewards Comparison & Analysis Report
January 2015

Overview:

The following report summarizes the information contained in the direct mail offers received for the month of January 2015. CDC Consulting maintains player's accounts at Peppermill, Atlantis, Silver Legacy and Nugget casinos and are included in this comparative direct mail analysis for Grand Sierra Resort and Casino.

For baseline comparison purposes, six identical player accounts were established at Grand Sierra Resort and Casino. Comparable slot play takes place on each of these accounts each month as well.

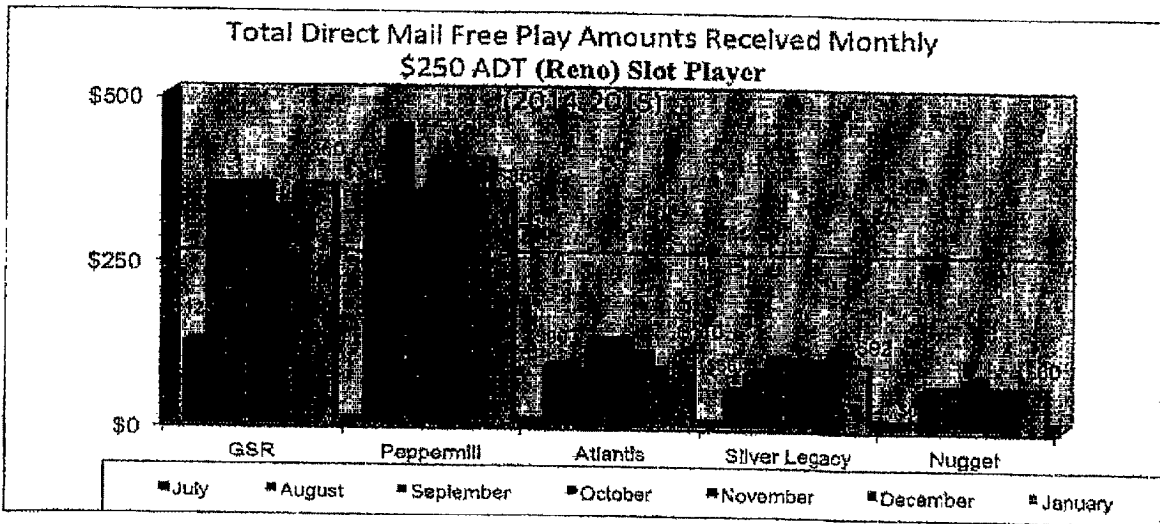
In order to review the direct mail offers received, (3) player accounts have been established at each casino using a *Reno* address and (3) player accounts using a *Sacramento* address. One player account at each address is played to **\$250 ADT, \$100 ADT and \$50 ADT.**

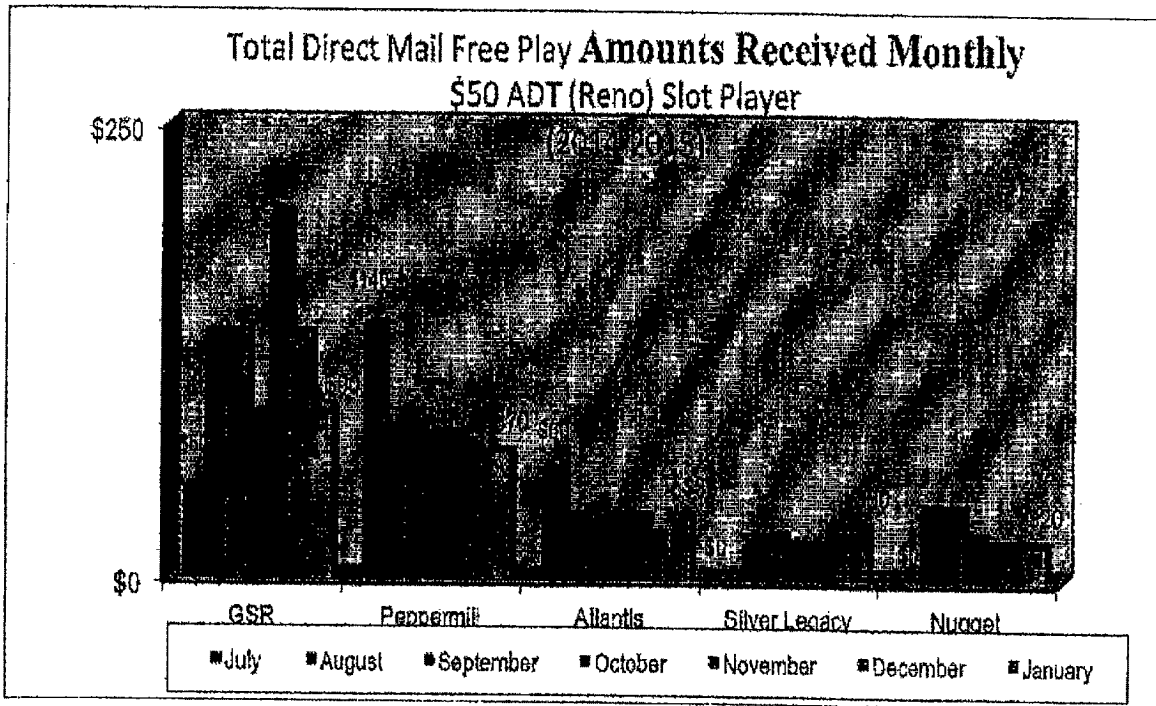
In order to achieve an "apples to apples" comparison, similar slots & denominations are played at each casino during the course of each month's gaming visit to these casinos.

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the local Reno area slot players in January are compared in the charts below.

Reno Slot Players



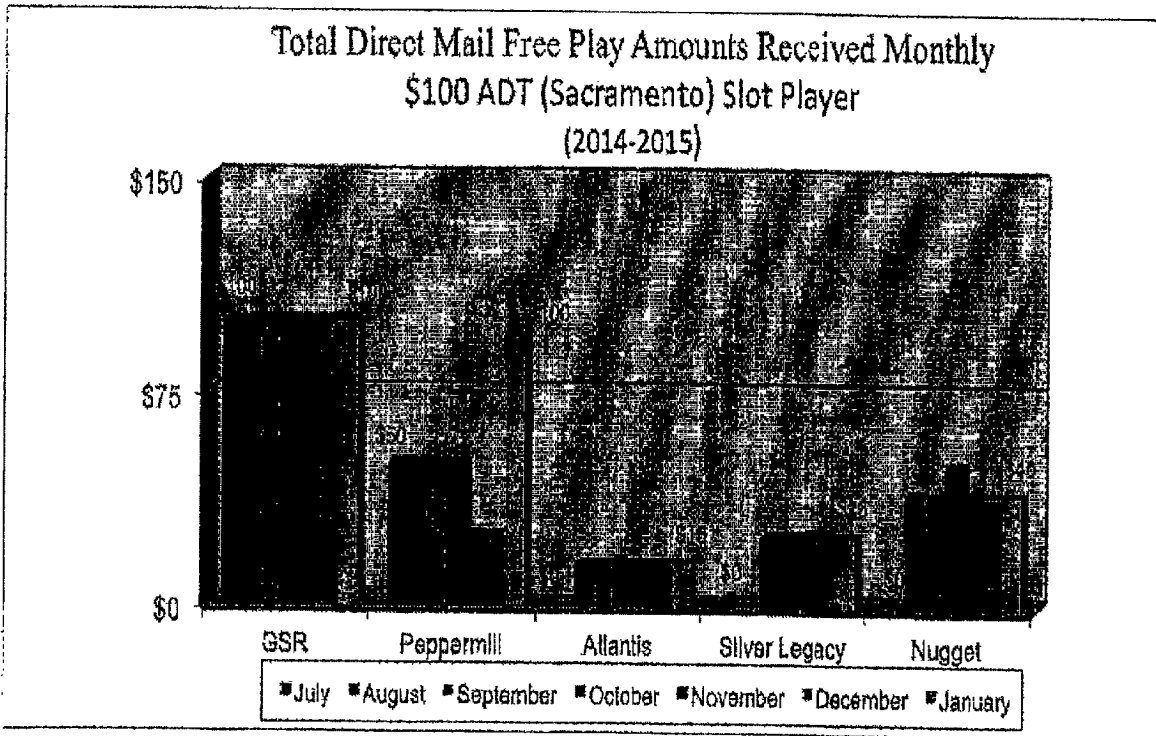
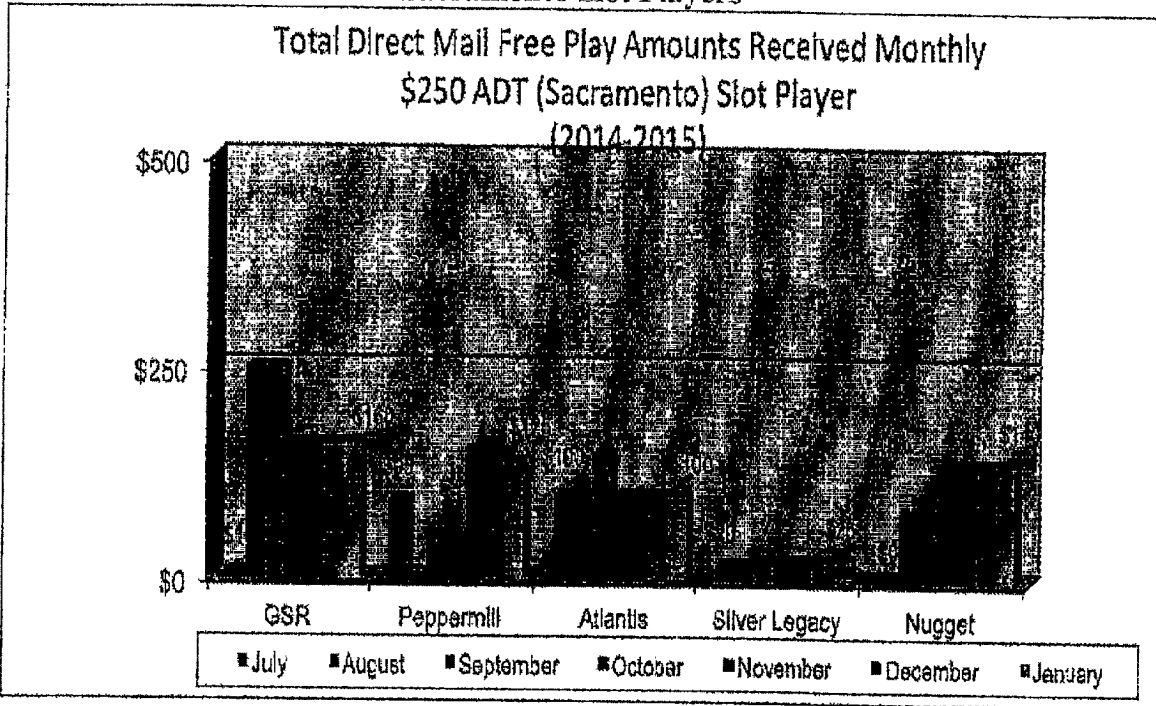


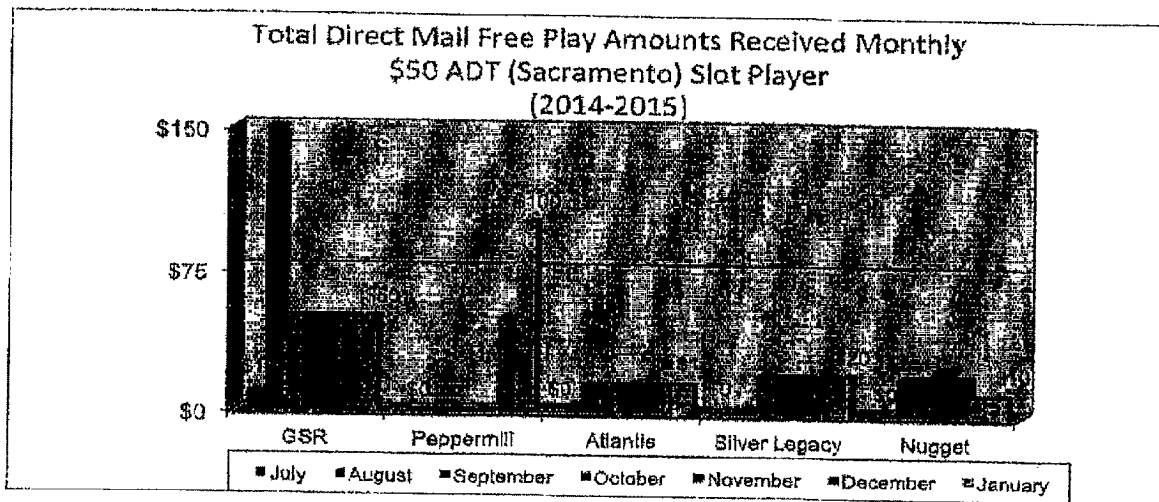
- Total free play grant days for the Reno local customers are listed below:
 1. GSR: 9
 2. Peppermill: 7
 3. Atlantis: 5
 4. Nugget: 4
 5. Silver Legacy: 4

Direct Mail Free Play Rewards Comparisons:

The total amount of direct mail free play rewards received by the non-local Sacramento area slot players in January are compared in the charts below.

Sacramento Slot Players

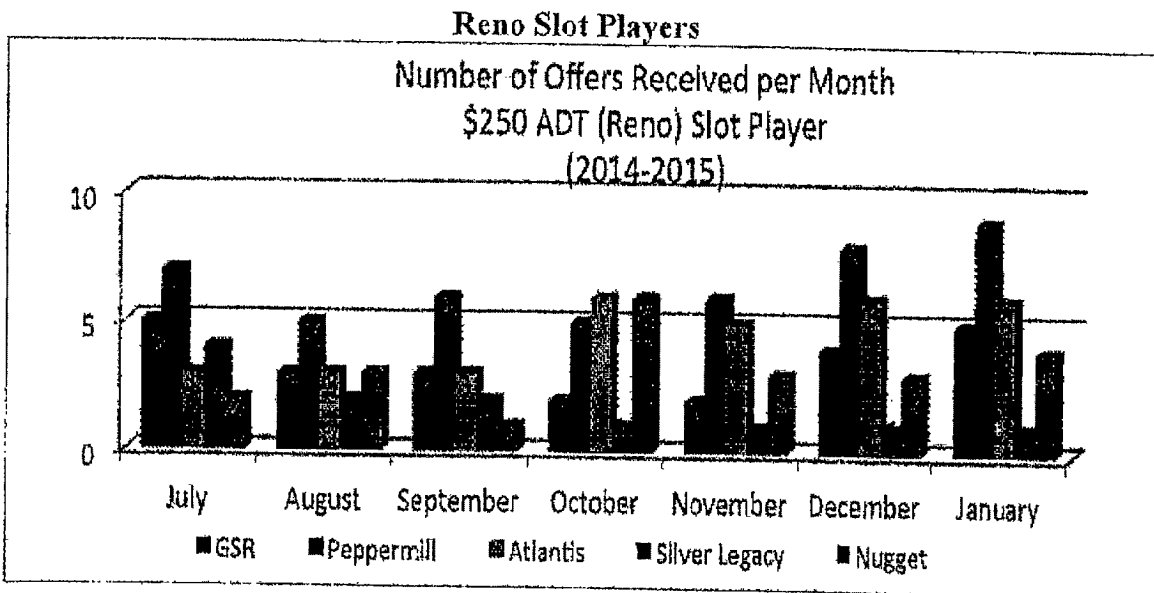


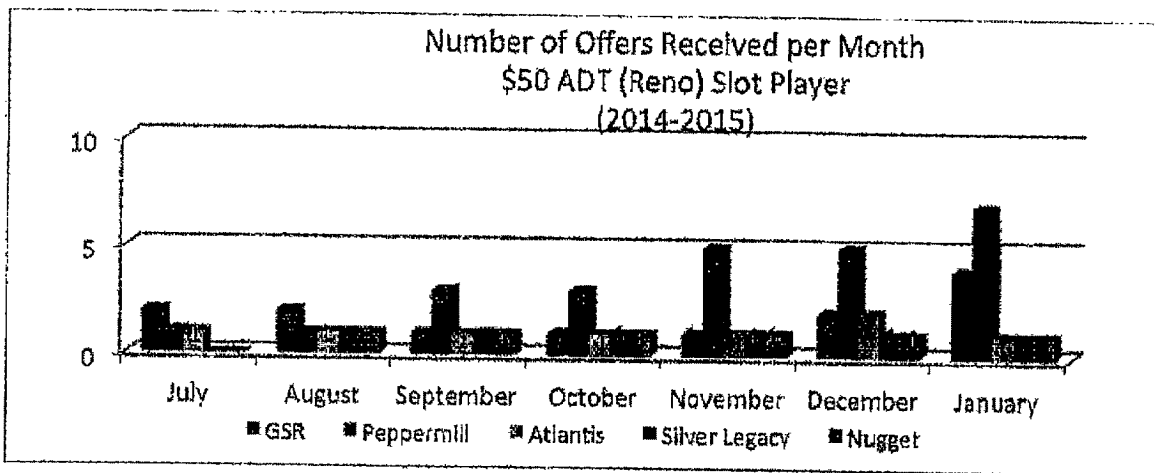
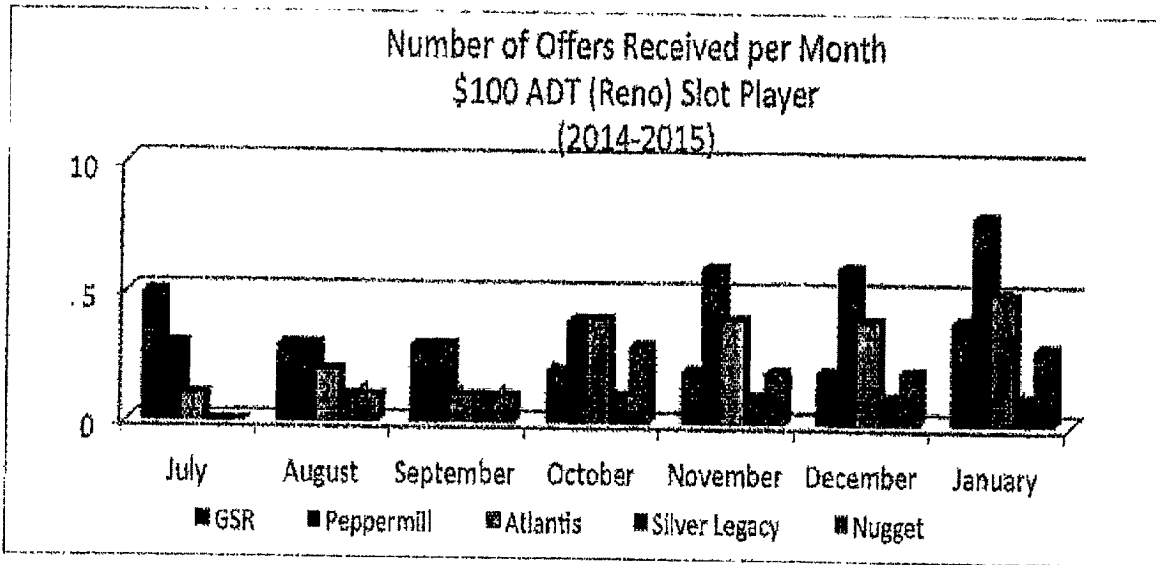


- The Peppermill's \$50 ADT non-local customer received their first free play offer in the month of December. This trend has continued for the month of January. This is due to a large tracked loss on a recent prior trip. This customer also received several other offers this month that this customer did not previously receive in prior months due to the large tracked loss.

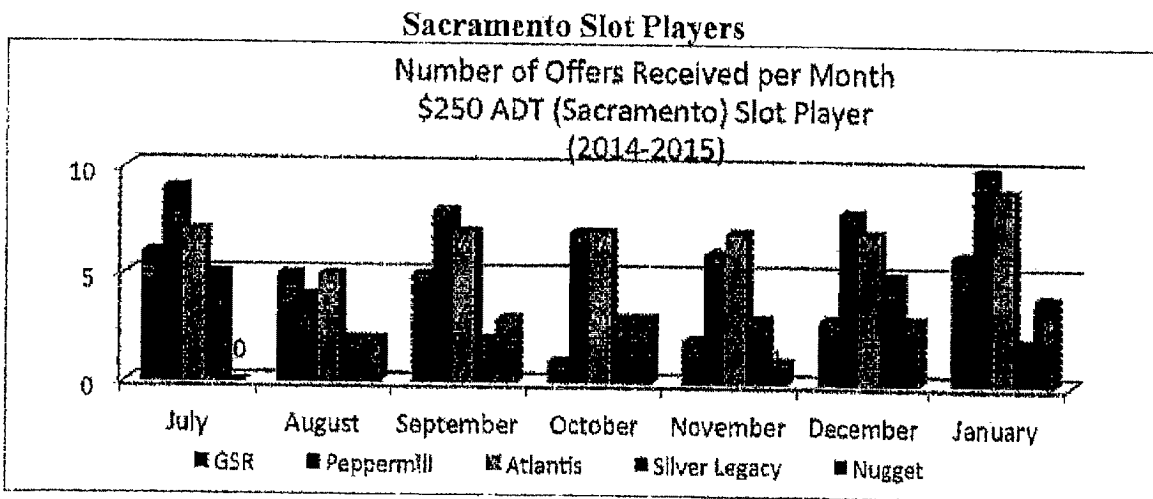
Direct Mail Offer/Promotional Volume Comparisons:

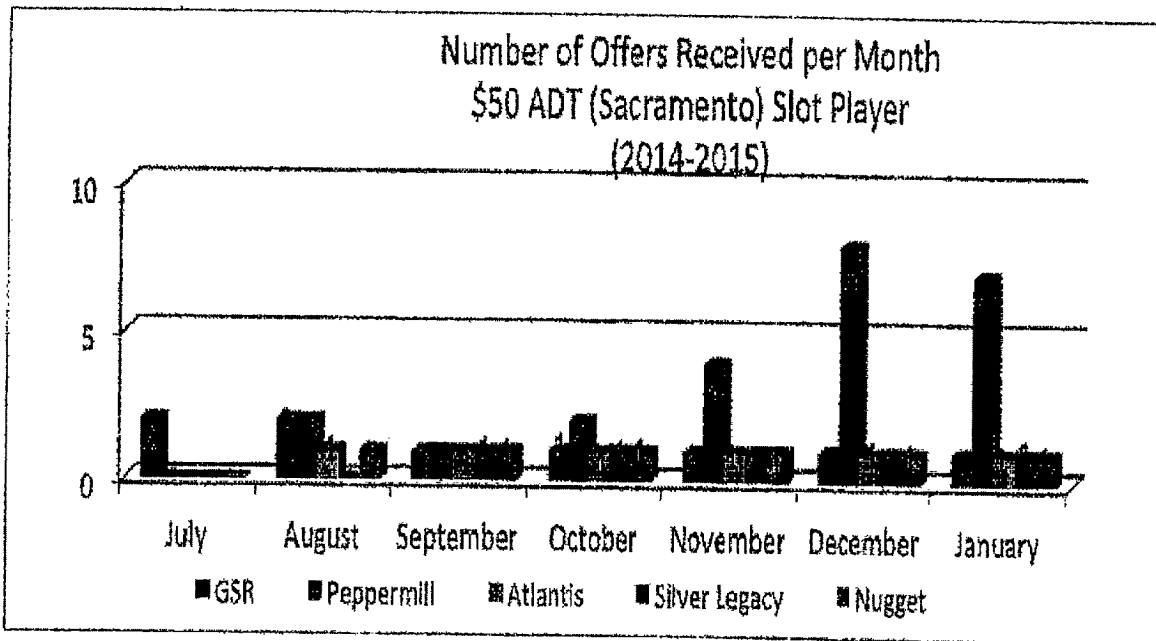
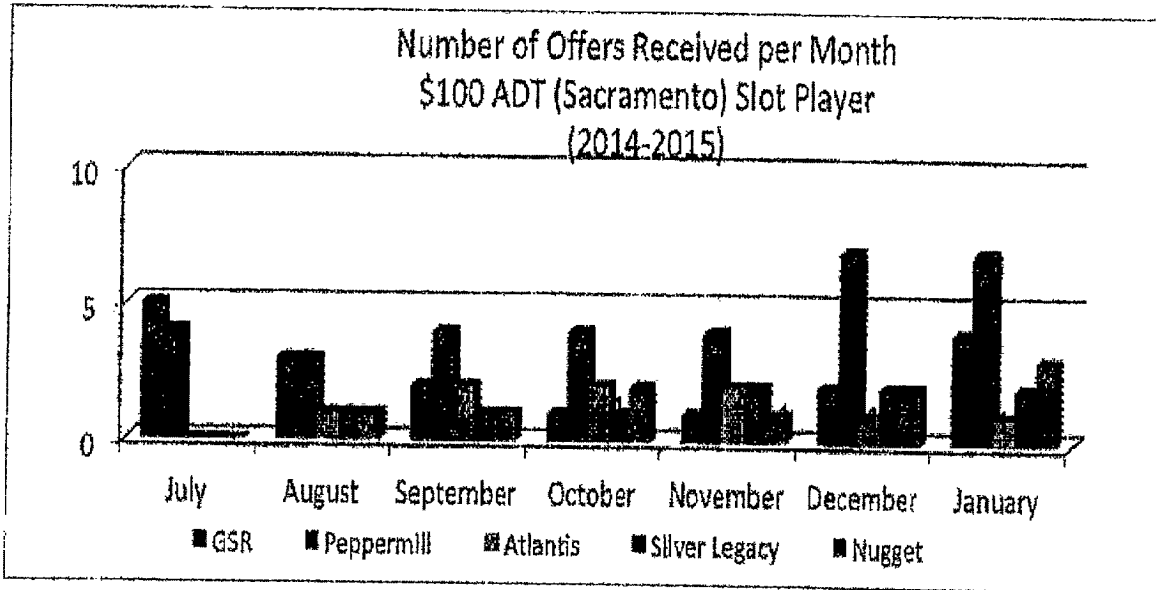
The volume of direct mail, email offers and promotions received by each of the player segments in the Reno and Sacramento areas over the past seven months are compared in the charts on the following pages.





- The increase in the Peppermill's \$100 ADT local customer offers received was due in part to a large tracked loss on a recent trip.





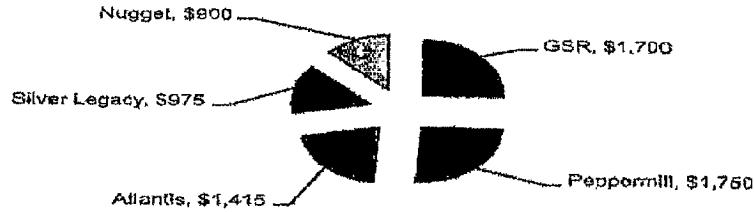
- The increase in the Peppermill's \$100 and \$50 ADT non-local customer offers received were due in part to large tracked losses on both accounts during recent trips.

Overall Value of Direct Mail Offers & Promotions Received

The total estimated/perceived value of each casino's direct mail rewards offers received for January is compared in the chart & graph combinations on the following pages. This total value amount is our interpretation of the *perceived* value of all free play rewards, hotel, dining, event, promotions and tournament offers received this month.

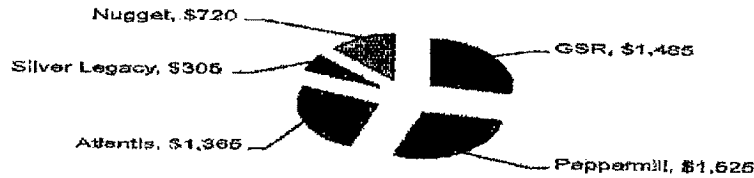
Reno Slot Players

Total Value of Direct Mail Offers Received (January 2015)
\$250 ADT Slot Player (Reno)
 Includes all direct mail free play, hotel, dining, promotions, tournaments & event offers



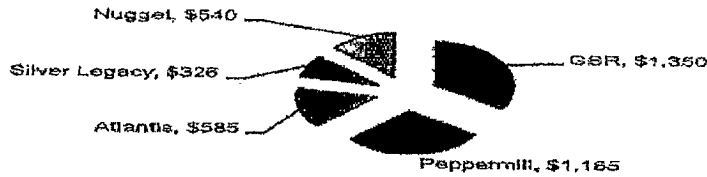
Offer Type	Atlantis	Peppermill	GSR	Silver Legacy	Nugget
Free Play Received	\$360	\$350	\$110	\$92	\$60
Comp Hotel Rooms	\$360	\$90	\$350	\$0	\$0
Dining Offer Amounts	\$15	\$120	\$0	\$23	\$20
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$200	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$270	\$0	\$420
Premium Special Events	\$150	\$150	\$150	\$150	\$150
Non-premium Special Events	\$0	\$150	\$75	\$75	\$0
Concert Event Offers	\$75	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$20	\$0
Comp Tournaments	\$150	\$300	\$250	\$75	\$150
Total Value of Direct Mail Offers Received	\$3,700	\$1,770	\$1,515	\$1,080	\$800

Total Value of Direct Mail Offers Received (January 2015)
\$100 ADT Slot Player (Reno)
 Includes all direct mail free play, hotel, dining, promotions, tournaments & event offers



Offer Type	Atlantis	Peppermill	GSR	Silver Legacy	Nugget
Free Play Received	\$225	\$350	\$60	\$52	\$40
Comp Hotel Rooms	\$360	\$90	\$360	\$0	\$0
Dining Offer Amounts	\$10	\$120	\$0	\$13	\$10
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$200	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$270	\$0	\$420
Premium Special Events	\$150	\$0	\$150	\$0	\$0
Non-premium Special Events	\$0	\$75	\$75	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$150	\$300	\$250	\$0	\$150
Total Value of Direct Mail Offers Received	\$1,485	\$1,370	\$1,065	\$65	\$200

**Total Value of Direct Mail Offers Received (January 2015)
\$50 ADT Slot Player (Reno)
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers**



Offer Type	Property 1	Property 2	Property 3	Property 4	Property 5
Free Play Received	\$90	\$70	\$35	\$30	\$20
Comp Hotel Rooms	\$360	\$90	\$80	\$0	\$0
Dining Offer Amounts	\$10	\$40	\$0	\$56	\$0
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$200	\$240	\$0
Point Multipliers Offers	\$150	\$270	\$270	\$0	\$100
Premium Special Events	\$150	\$0	\$0	\$0	\$420
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$150	\$300	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,895	\$1,665	\$1,665	\$320	\$540

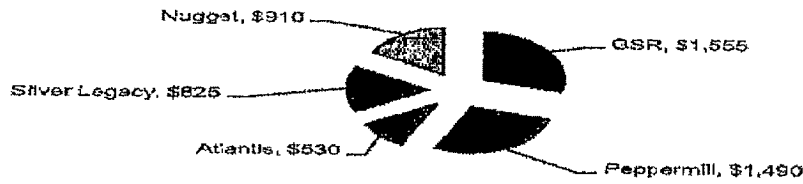
Sacramento Slot Players

**Total Value of Direct Mail Offers Received (January 2015)
\$250 ADT Slot Player (Sacramento)
Includes all direct mail free play, hotel, dining, promotions,
tournaments & event offers**



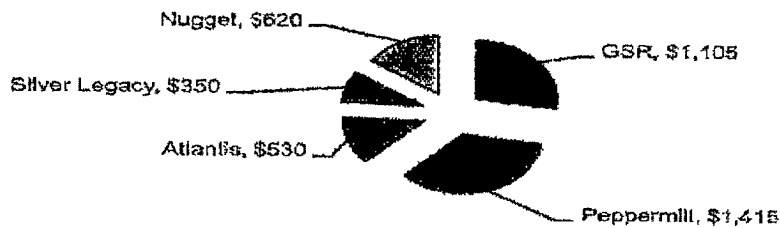
Offer Type	Property 1	Property 2	Property 3	Property 4	Property 5
Free Play Received	\$160	\$125	\$100	\$25	\$140
Comp Hotel Rooms	\$450	\$225	\$315	\$225	\$180
Dining Offer Amounts	\$20	\$0	\$0	\$100	\$60
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$200	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$270	\$0	\$420
Premium Special Events	\$150	\$150	\$300	\$150	\$150
Non-premium Special Events	\$0	\$75	\$75	\$0	\$0
Concert Event Offers	\$75	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$20	\$0
Comp Tournaments	\$250	\$500	\$250	\$125	\$125
Total Value of Direct Mail Offers Received	\$1,895	\$1,665	\$1,665	\$1,175	\$1,175

Total Value of Direct Mail Offers Received (January 2015)
\$300 ADT Slot Player (Sacramento)
 Includes all direct mail free play, hotel, dining, promotions, tournaments & event offers



Free Play Received	\$100	\$100	\$15	\$25	\$40
Comp Hotel Rooms	\$450	\$225	\$45	\$90	\$180
Dining Offer Amounts	\$15	\$0	\$0	\$25	\$20
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$200	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$270	\$0	\$420
Premium Special Events	\$150	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$75	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$300	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$20	\$0
Comp Tournaments	\$250	\$500	\$0	\$125	\$150
Total Value of Direct Mail Offers Received	\$1,555	\$1,490	\$50	\$25	\$10

Total Value of Direct Mail Offers Received (January 2015)
\$50 ADT Slot Player (Sacramento)
 Includes all direct mail free play, hotel, dining, promotions, tournaments & event offers

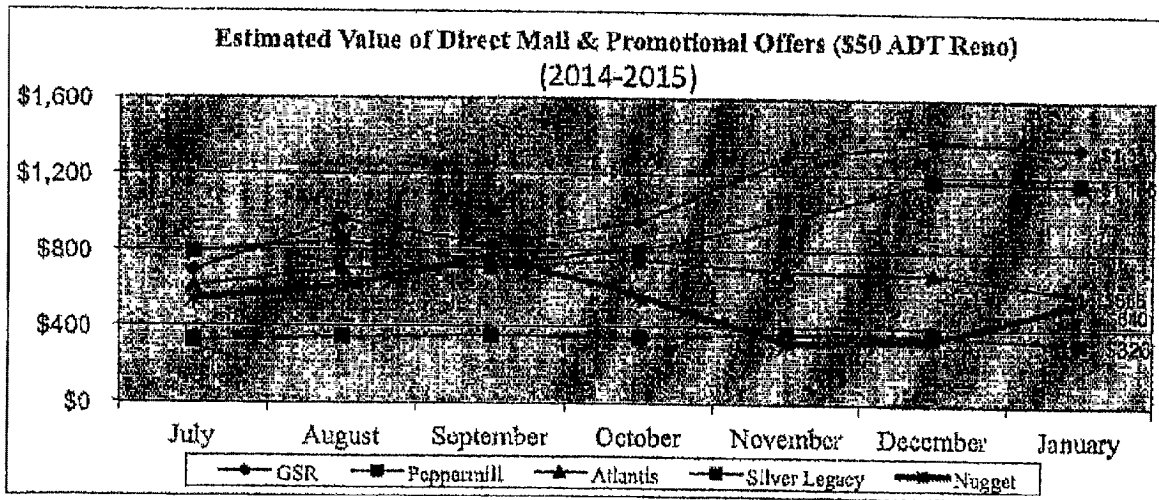
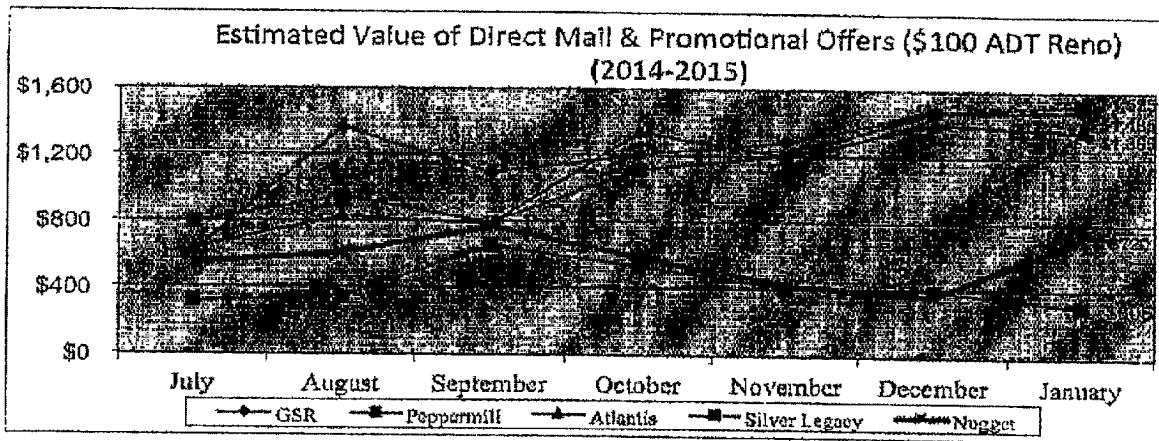
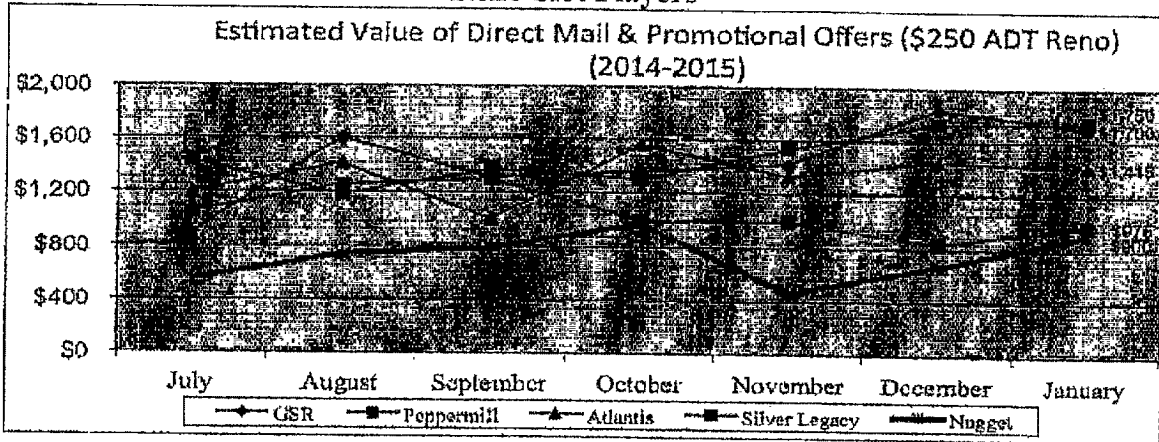


Free Play Received	\$50	\$100	\$15	\$20	\$10
Comp Hotel Rooms	\$450	\$225	\$45	\$90	\$90
Dining Offer Amounts	\$15	\$0	\$0	\$0	\$0
Gift Items	\$80	\$0	\$0	\$0	\$0
Promotional Event Offers	\$280	\$320	\$200	\$240	\$100
Point Multipliers Offers	\$150	\$270	\$270	\$0	\$420
Premium Special Events	\$0	\$0	\$0	\$0	\$0
Non-premium Special Events	\$0	\$0	\$0	\$0	\$0
Concert Event Offers	\$0	\$0	\$0	\$0	\$0
Free Daily Slot Tournament	\$80	\$0	\$0	\$0	\$0
Comp Tournaments	\$0	\$500	\$0	\$0	\$0
Total Value of Direct Mail Offers Received	\$1,105	\$1,415	\$80	\$20	\$10

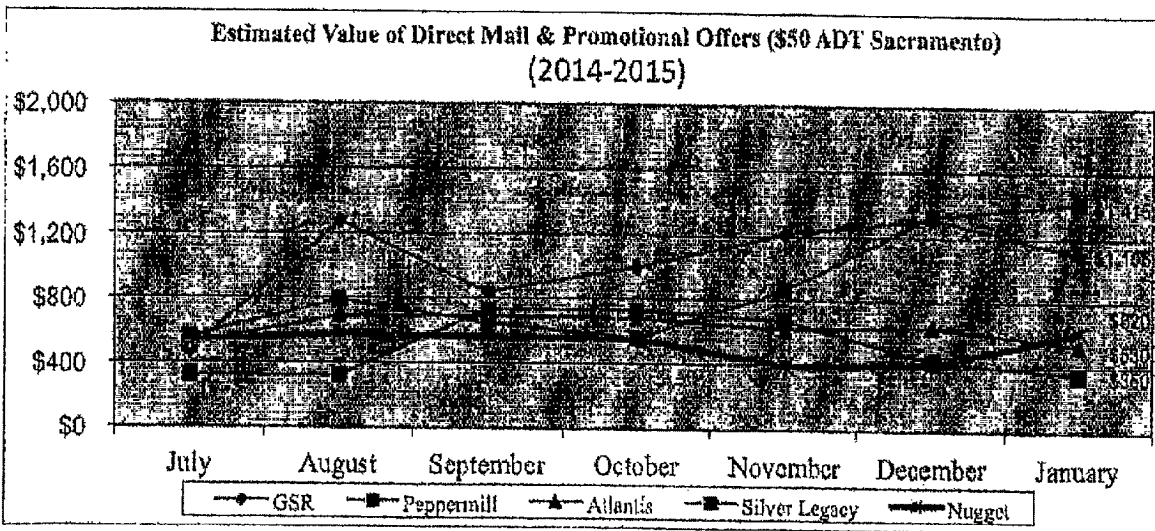
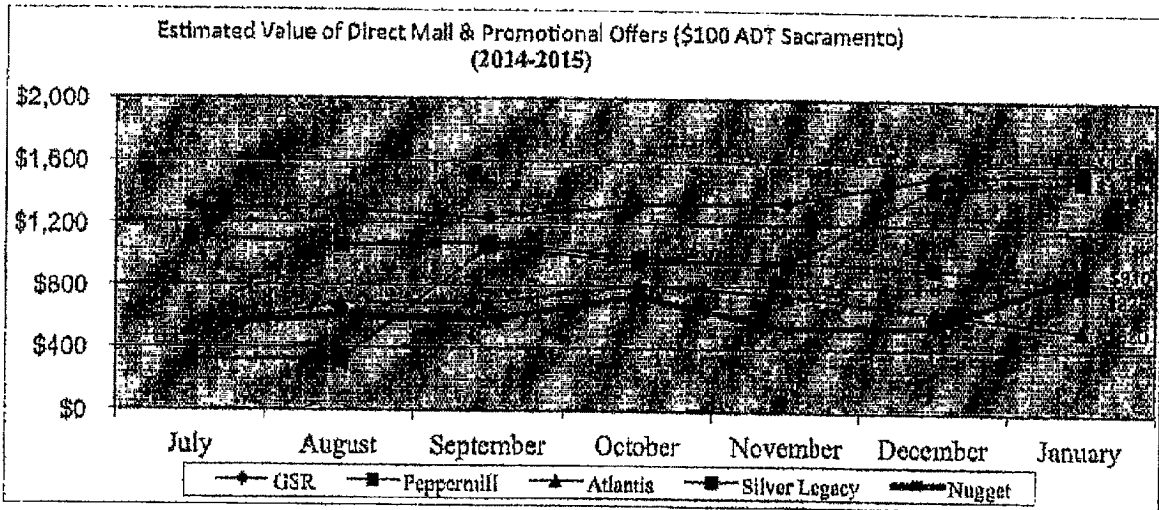
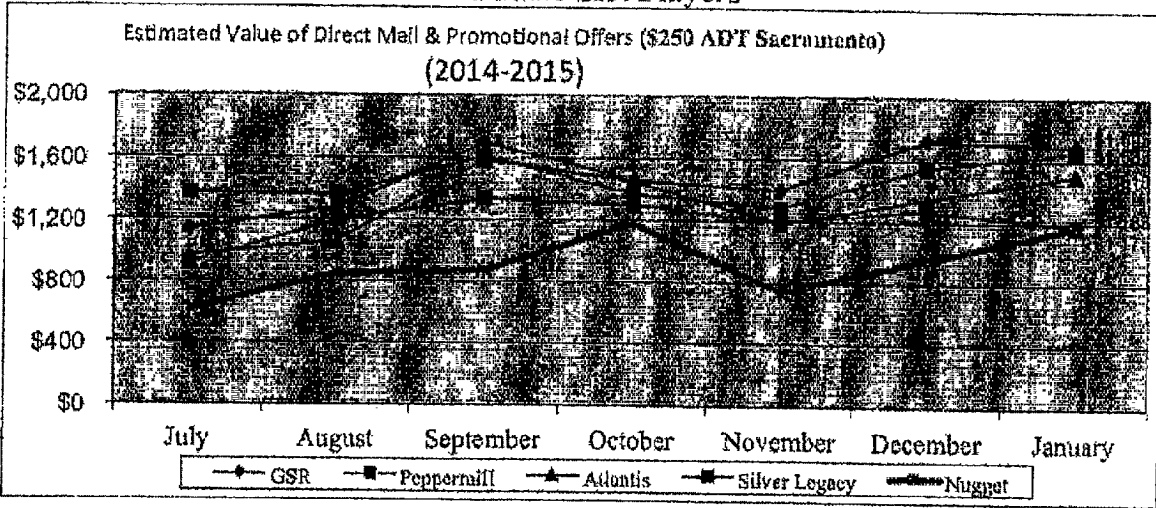
Trends of value of Direct Mail Offers & Promotions Received:

The graphs on the following pages highlights the trends seen in regards to the overall perceived/estimated direct mail & promotional offers value being received by the Reno and Sacramento area slot players over the past seven months.

Reno Slot Players



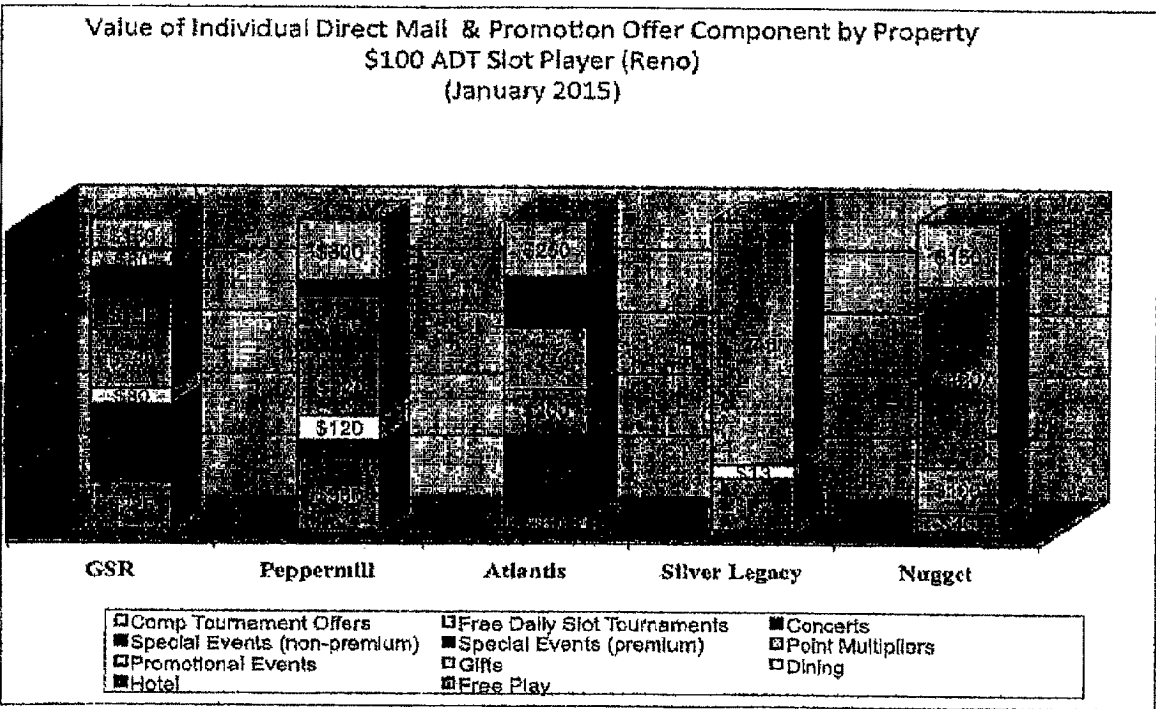
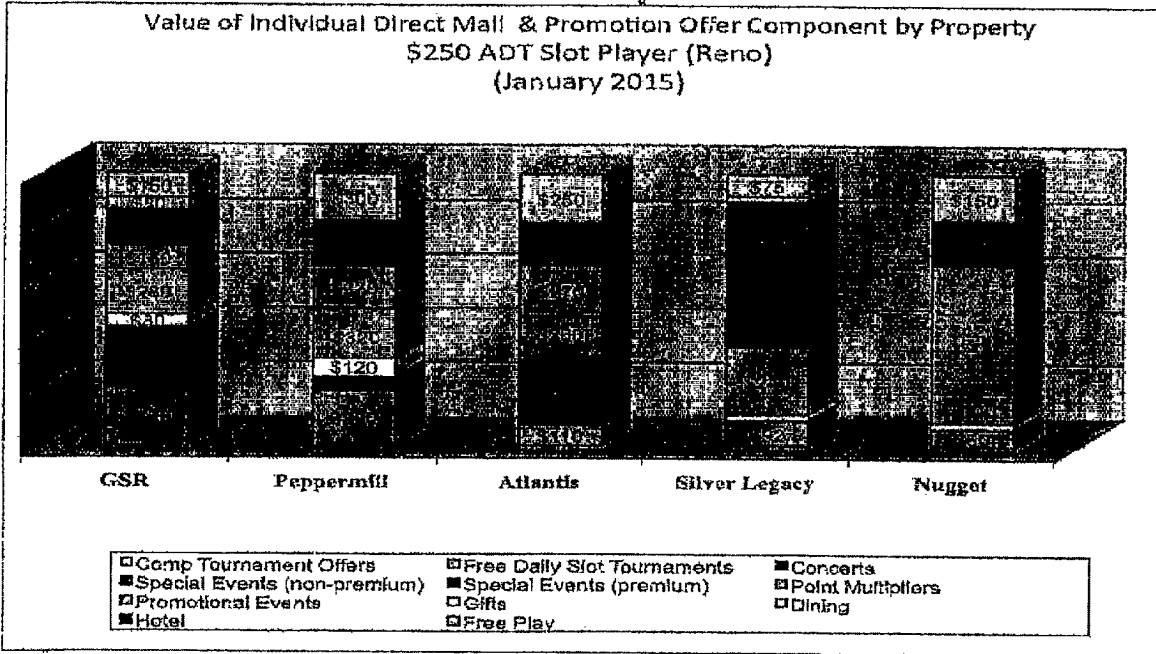
Sacramento Slot Players



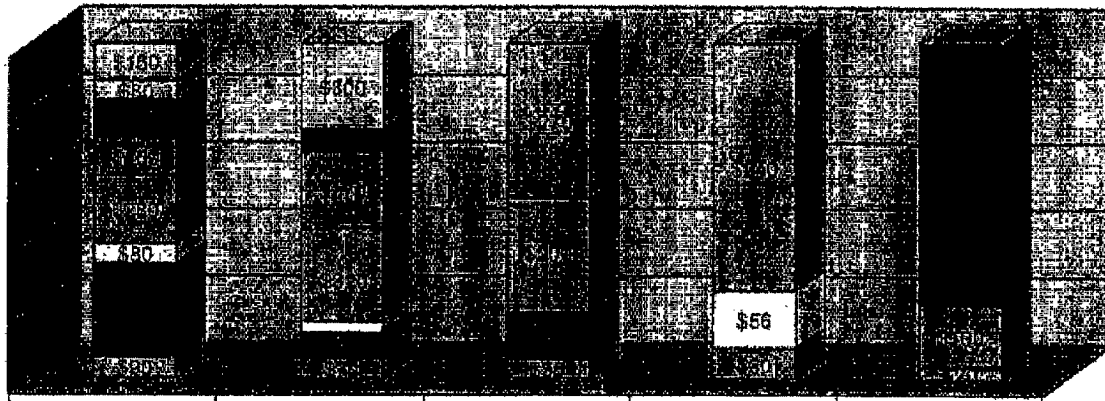
Comparison of Individual Reward Components Offered:

The graphs on the following pages compare the reward components that were included in the January direct mail & promotional offers received by the Reno and Sacramento area slot players. The relative importance of each reward component to each casino as well as the diversity of reward components or lack of diversity can be seen in this format

Reno Slot Players



Value of Individual Direct Mail & Promotion Offer Component by Property
 \$50 ADT Slot Player (Reno)
 (January 2015)

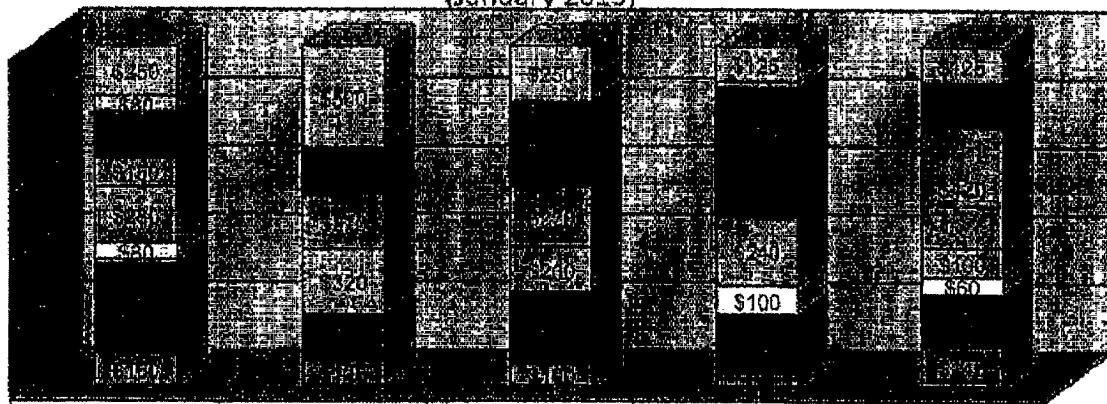


GSR Peppermill Atlantis Silver Legacy Nugget

- Comp Tournament Offers
- Special Events (non-premium)
- Promotional Events
- Hotel
- Free Daily Slot Tournaments
- Special Events (premium)
- Gifts
- Free Play
- Concerts
- Point Multipliers
- Dining

Sacramento Slot Players

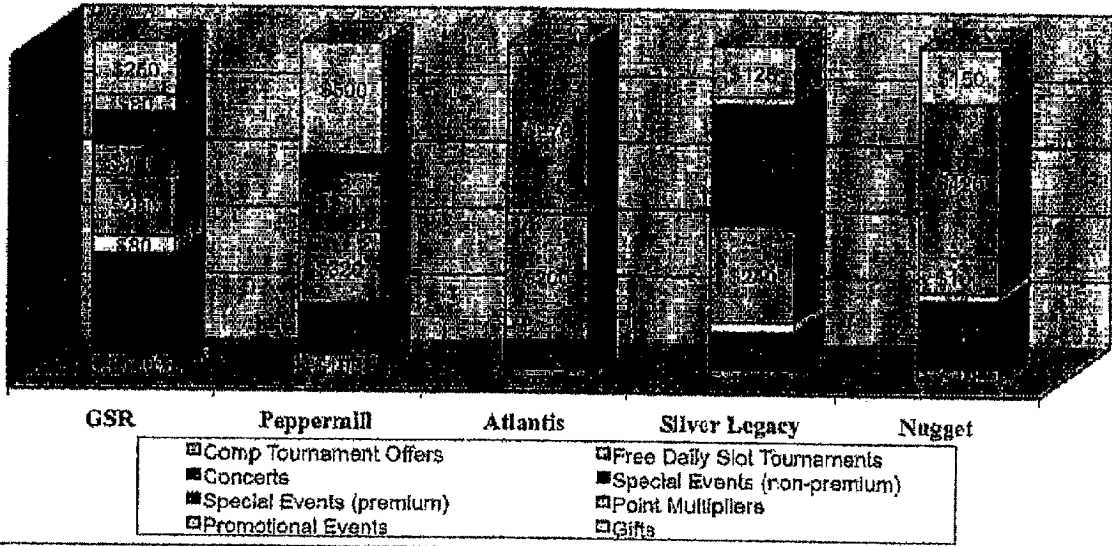
Value of Individual Direct Mail & Promotion Offer Component by Property
 \$250 ADT Slot Player (Sacramento)
 (January 2015)



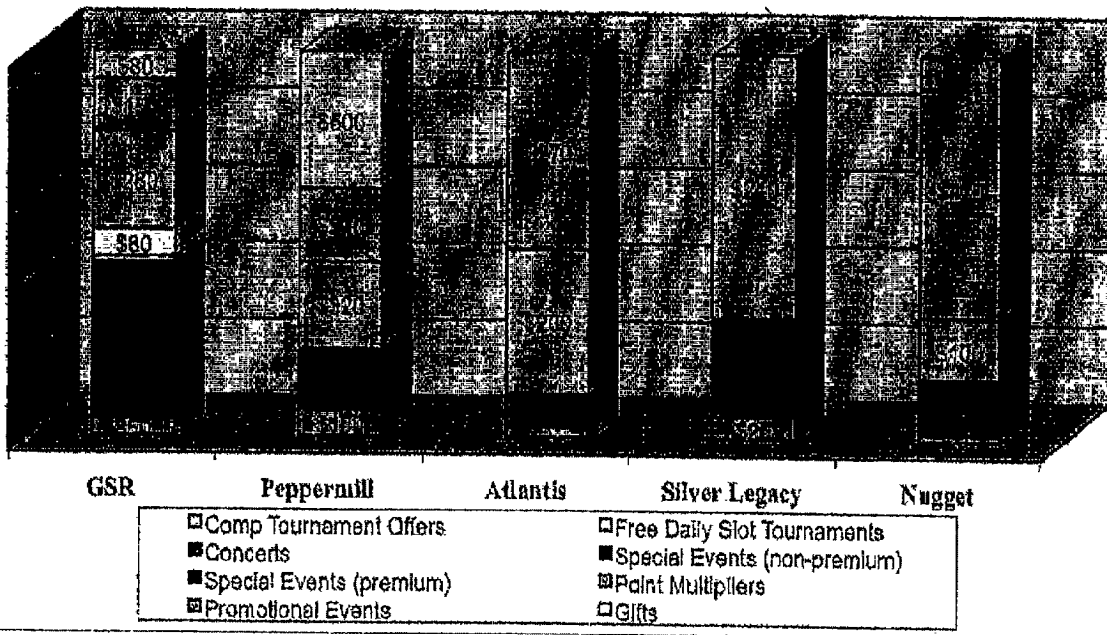
GSR Peppermill Atlantis Silver Legacy Nugget

- Comp Tournament Offers
- Concerts
- Special Events (premium)
- Promotional Events
- Free Daily Slot Tournaments
- Special Events (non-premium)
- Point Multipliers
- Gifts

Value of Individual Direct Mail & Promotion Offer Component by Property
 \$100 ADT Slot Player (Sacramento)
 (January 2015)



Value of Individual Direct Mail & Promotion Offer Component by Property
 \$50 ADT Slot Player (Sacramento)
 (January 2015)



Senior Weekly Promotion Comparison:

The chart below details the Senior weekly promotions offered by the competitive set. The Atlantis launched their version of a weekly seniors program for the first time in January. At each of these Reno casinos players must be 55+ to qualify for the senior rewards promotions.

Casino	Promotion	Days Offered
Grand Sierra	5X Comps all day 2-1 Elements Buffet Earn 110 Points - \$15 in Free Play (\$22 Theo)	Wednesday - All day Wednesday - All day Wednesday - All day
Peppermill	2-1 Buffet (breakfast or lunch) \$3 off Buffet Dinner \$1 off Comfort Menu Discount (Café Milano) \$3.99 Sandwich & Soup (Café Espresso)	Monday-Friday Mon-Sat (4:30-5:30p) Monday-Friday Monday - Friday (11am-4p)
Atlant's	4X Comps all day 50% off Buffet 50% off Pizza (Café Alfresco) Earn 30 points - \$10 Free Play (\$30 Theo)	Monday - All day Monday - All day Monday - All day Monday - All day
Silver Legacy	\$1 off Buffet	Every Day
Nugget	Nothing Offered	

Any questions you may have regarding the information contained in this report, please feel free to contact me at any time.

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 Email: john.stone@sompdance.com

Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)

\$250 ADT Reno slot player

Free Play	\$40 free slot play (valid Jan 2-3) \$40 free slot play (valid Jan 5-7) \$40 free slot play (valid Jan 9-10) \$40 free slot play (valid Jan 12-14) \$40 free slot play (valid Jan 16-17) \$40 free slot play (valid Jan 19-21) \$40 free slot play (valid Jan 23-24) \$40 free slot play (valid Jan 26-28) \$40 free slot play (valid Jan 30-31)	\$360 \$150 \$360 \$150	\$50 free slot play (valid Jan 6-9) \$50 free slot play (valid Jan 10) \$50 free slot play (valid Jan 13-16) \$50 free slot play (valid Jan 17) \$50 free slot play (valid Jan 20-23) \$50 free slot play (valid Jan 24) \$50 free slot play (valid Jan 27-29)	\$150 \$150 \$360 \$150	\$75-\$500 Free Play (Jan 3) \$20 Free Play (Jan 5-7) \$20 Free Play (Jan 12-14) \$20 Free Play (Jan 19-21) \$25-\$500 Free Play (Jan 24)
Hotel (\$45 per night value)	(2) Free nights - any day - Jan 1-31 Multiple stays allowed (7 days between trips) up to (8) nights	\$360	(2) Free nights - any day - Jan 4-30 Tucan Tower Suite	(2) Free nights - any day - Jan 1-30 Deluxe Tower Valid part week - up to (8) nights \$160	
Dining	\$15 Dining Credit - Sunday-Friday - Jan 1-30	\$15	\$30 Dining Credit (Mondays Jan 4, 11, 18 & 25)	\$0	
Gifts/Other (\$40-\$20 per gift)	2-Quart Slow Cooker (1/4) 7-cup Electric Personal Food Processor (1/11) 1-Quart Canningware Baking Dish (1/18) Three Piece Food bowl set (1/25)	\$80			
Promotional Events (\$10 per event) (\$20 per week for daily promotional activities (i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand/Multiplets (Wednesdays) Points for Free Play Exchange Day (January 3 & 26) \$50,000 Table Games Blowout (Sundays)	\$200	Teala Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$25k Payday Sunday 4x "Tier" Points (Every Sunday & Wednesday)	Money Maker Jackpot (daily) Spin 3D Slot Party (Jan 24) Dream Big Win Jigger (Jan 9-11)	
Point Multipliers (\$30 per day)	7x-3x-5x-7x Points (Every Thursday)	\$150	5x Points (Jan 23-24) 7x Points (Jan 2, 1, 30) 4x Points (every Wednesday)	4x Comp Points Every Friday 2x Comp Points Every Sunday	\$200
Premium Events (\$150 per event)	Super Bowl Party - Feb 1	\$150	Super Bowl Party - Feb 1	Super Bowl Party (Feb 1)	\$270
Non Premium Events (\$75 per event)	Royal Riches Video Poker (Jan 9-11) Winter Wonderland Slot Tournament (Jan 24-26)	\$80	VIP Gold Renewal Party (Jan 18) Super Sweetstakes Weekend (Jan 23-24)	Unbreakable "King of Pop" - Jan 1-2	\$150 \$75
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Journey (Each Tuesday)	\$75			\$0
Invitational Tournaments (\$75 event only) (\$75 event & hotel)	Royal Riches Video Poker (Jan 9-11) Winter Wonderland Slot Tournament (Jan 24-26)	\$80	Triple Header Slot Tournament (Jan 4-5) Triple Header Slot Tournament (Jan 11-12) Crazy 777's Slot Tournament (Jan 19-20) Cabin Fever Bingo (January 25)	\$40,000 New Years Riches (Jan 3-4) \$40,000 Time to Tackle Another Year (Jan 25-26)	\$0 \$0
		\$150	\$300		\$250

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$250 ADT Reno slot player**

Free Play	\$25 Free Play (Jan 5) \$23 Free Play (Jan 12) \$23 Free Play (Jan 19) \$23 Free Play (Jan 26)	\$92	\$15 Free play (Jan 4-8) \$15 Free play (Jan 9-13) \$15 Free play (Jan 23-26) \$15 Free play (Jan 26-29)	\$60
Hotel (\$45 per night value)		\$0		\$0
Dining	\$23 Resort Credit (Jan 1-31)	\$73	\$10 Dining Credit (Jan 5-8) \$10 Dining Credit (Jan 14-17)	\$20
Gifts/Other (\$40/\$20 per gift)		\$0		\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$240	1st Anniversary Luxury Car Giveaway - through January 18	\$100
Point Multipliers		\$0	4x Points (Jan 2, 3, 9, 10, 16, 17) 3x Points (Jan 6, 7, 19, 21, 28, 29) 2x Points (Jan 14, 15)	\$420
Premium Events (\$150 per event)	Super Bowl Party (Feb 1)	\$150	Super Bowl Party (Feb 1)	\$150
Non Premium Events (\$75 per event)		\$75		\$0
Concert Offers	Cedric the Entertainer (Jan 2) - (2) free tickets Aarón Lewis (Jan 16) - (2) free tickets George Lopez (Jan 17) - (2) free tickets So you think you can Dance (Jan 30) - (2) free tickets	\$400		\$0
Free Tournaments (\$20 per day offered)	Bingo Blitz - Jan 15	\$20		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$20,000 AFC/NFC Wacky Slot Tournay (Jan 16-18)	\$75	\$10,000 VIP Party Bingo (Jan 10) \$20,000 Slot Tournament (Jan 23-25)	\$150

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$100 ADT Reno slot player**

Free Play	\$25 free slot play (valid Jan 2-3) \$25 free slot play (valid Jan 5-7) \$25 free slot play (valid Jan 9-10) \$25 free slot play (valid Jan 12-14) \$25 free slot play (valid Jan 16-17) \$25 free slot play (valid Jan 19-21) \$25 free slot play (valid Jan 23-24) \$25 free slot play (valid Jan 26-28) \$75 free slot play (valid Jan 30-31)	\$225 Multiple stays allowed (7 days between trips) up to (8) nights \$360	\$50 free slot play (valid Jan 6-9) \$50 free slot play (valid Jan 10) \$50 free slot play (valid Jan 13-16) \$50 free slot play (valid Jan 17) \$50 free slot play (valid Jan 20-23) \$50 free slot play (valid Jan 24) \$50 free slot play (valid Jan 27-29)	\$15-\$200 Free Play (Jan 3) \$10 Free Play (Jan 5-7) \$10 Free Play (Jan 12-14) \$10 Free Play (Jan 19-21) \$15 \$200 Free Play (Jan 24)
Hotel (\$45 per night value)	(2) Free nights - any day - Jan 1-31 Multiple stays allowed (7 days between trips) up to (8) nights	\$225 Multiple stays allowed (7 days between trips) up to (8) nights	(2) Free nights - any day - Jan 1-30 Tuscum Tower Suite	(2) Free nights - any day - Jan 1-30 Deluxe Tower Valid each week - up to (8) nights \$360
Dining	\$10 Dining Credit - Sunday-Friday - Jan 1-30	\$360	\$30 Dining Credit (Mondays Jan 4, 11, 18 & 25)	
Gifts/Other (\$40/\$20 per gift)	2-Quart Slow Cooker (1/4) 2-Quart Electric Personal Food Processor (1/11) 1-Quart Combiware Baking Dish (1/18) Three Piece Food bowl set (1/25)	\$10	\$170	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (January 3 & 26) \$30,000 Table Games Blowout (Sunday 5)	\$80	Flash Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$25k Payday Sunday 4x "Tier" Points (Every Sunday & Wednesday)	Money Maker Jackpot (daily) Spinix 3D Slot Party (Jan 24) Dream Big Win Bigger (Jan 9-11)
Point Multipliers (\$30 per day)	2x-3x-5x-7x Points (Every Thursday)	\$260	5x Points (Jan 23-24) 7x Points (Jan 2, 3, 30) 4x Points (every Wednesday)	4x Comp Points Every Friday 2x Comp Points Every Sunday \$200
Premium Events (\$150 per event)	Super Row! Bassi - Feb 1	\$150		Super Row! Party (Feb 1) \$270
Non Premium Events (\$75 per event)		\$750		Unbreakable "King of Pop" - Jan 1-2 \$150
Concert Offers		\$0		\$75
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tournney (Each Tuesday)	\$0		\$0
Invitational Tournaments (\$75 event only) (\$1.25 event & hotel)	Royal Riches Video Poker (Jan 9-11) Winter Wonderland Slot Tournament (Jan 24-26)	\$80	Triple Header Slot Tournament (Jan 4-5) Triple Header Slot Tournament (Jan 11-12) Crazy 777's Slot Tournament (Jan 19-20) Cabin Fever Bingo (January 25)	\$40,000 New Years Riches (Jan 3-4) \$40,000 Free to Tackle Another Year (Jan 25-26) \$0
		\$150	\$300	\$250

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$100 ADT Reno slot player**

Free Play	\$13 Free Play (Jan 5) \$13 Free Play (Jan 12) \$13 Free Play (Jan 19) \$13 Free Play (Jan 26)		\$10 Free play (Jan 4-8) \$10 Free play (Jan 9-13) \$10 Free play (Jan 23-26) \$10 Free play (Jan 26-29)
Hotel (\$45 per night value)		\$52	\$40
Dining	\$13 Resort Credit (Jan 1-31)	\$0	\$0
Gifts/Other (\$40/\$20 per gift)		\$13	\$10
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0	\$0
Point Multipliers		\$240	\$100
Premium Events (\$150 per event)		\$0	\$420
New Premium Events (\$75 per event)		\$0	\$0
Concert Offers		\$0	\$0
Free Tournaments (\$20 per day offered)		\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)		\$0	\$0
		\$0	\$150

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$50 ADT Reno slot player**

Free Play	\$10 free slot play (valid Jan 2-3) \$10 free slot play (valid Jan 5-7) \$10 free slot play (valid Jan 9-10) \$10 free slot play (valid Jan 12-14) \$10 free slot play (valid Jan 16-17) \$10 free slot play (valid Jan 20-23) \$10 free slot play (valid Jan 24) \$10 free slot play (valid Jan 27-29) \$10 free slot play (valid Jan 30-31)	\$90 \$70 \$360	\$10 free slot play (valid Jan 6-9) \$10 free slot play (valid Jan 10) \$10 free slot play (valid Jan 13-16) \$10 free slot play (valid Jan 17) \$10 free slot play (valid Jan 20-23) \$10 free slot play (valid Jan 24) \$10 free slot play (valid Jan 27-29)	\$70 \$90 \$40	\$10-\$100 Free Play (Jan. 3) \$5 Free Play (Jan 5-7) \$5 Free Play (Jan 12-14) \$5 Free Play (Jan 15-21) \$10-\$100 Free Play (Jan 24)
Hotel (\$45 per night value)	(2) Free nights - any day - Jan 1-31 Multiple stays allowed (7 days between trips) up to (8) nights	\$90	(2) Free nights - Sunday - Thursday - Jan 4-30 Peppercorn Tower Room	\$70	2-1 room nights - Sunday-Thursday - Dec 1-25 Deluxe Tower Valid each week - up to (8) nights
Dining	2-1 Buffet - any day - Jan 1-30	\$360	\$10 Dining Credit (Mondays Jan 4, 11, 18 & 25)	\$90	Valid each week - up to (8) nights \$80
Gifts/Other (\$40-\$20 per gift)	2-Quart Slow Cooker (1/4) 2-cup Electric Personal Food Processor (1/11) 1-Quart Cominyware Baking Dish (1/13) Three Piece Food bowl set (1/25)	\$10		\$40	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (January 3 & 26) \$50,000 Table Games Blowout (Sundays)	\$80	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$25k Payday Sundry 4x "Tiger" Points (Every Sunday & Wednesday)	\$0	Money Maker Jackpot (daily) Spinx 3D Slot Party (Jan 24) Dream Big Win Bigger (Jan 9-11)
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday)	\$280	5x Points (Jan 23-24) 7x Points (Jan 2, 3, 30) 4x Points (every Wednesday)	\$120	4x Comp Points Every Friday 2x Comp Points Every Sunday
Premium Events (\$150 per event)	Super Bowl Party - Feb 1	\$150		\$270	\$270
Non-Premium Events (\$75 per event)		\$150	Super Sweepstakes Weekend (Jan 23-24)	\$0	\$0
Concert Offers		\$0		\$75	\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Bonus Slot Tourney (Each Tuesday)	\$0		\$0	\$0
Invitational Tournaments (\$75 event only)	Royal Riches Video Poker (Jan 9-11) Winter Wonderland Slot Tournament (Jan 24-26)	\$80	Triple Header Slot Tournament (Jan 4-5) Triple Header Slot Tournament (Jan 11-12) Crazy 777s Slot Tournament (Jan 19-20) Cabin Fever Bingo (January 25)	\$0	\$0
(\$125 event & hotel)		\$150		\$100	\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$50 ADT Reno slot player**

Free Play	\$6 Free Play (Jan 5) \$6 Free Play (Jan 12) \$6 Free Play (Jan 19) \$6 Free Play (Jan 26)	\$30	\$5 Free play (Jan 4-8) \$5 Free play (Jan 9-13) \$5 Free play (Jan 25-26) \$5 Free play (Jan 26-29)	\$20
Hotel (\$45 per night value)		\$0		\$0
Dining	\$6 Resort Credit (Dec 1-30) \$50 Birthday Food Credit (January 1-31)	\$56		\$0
Gifts/Other (\$40-\$20 per gift)		\$0		\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$240	1st Anniversary Luxury Car giveaway - through January 18	\$100
Point Multipliers		\$0	4x Points (Jan 2, 3, 9, 10, 16, 17) 3x Points (Jan 6, 7, 19, 21, 28, 29) 2x Points (Jan 14, 15)	\$420
Premium Events (\$150 per event)		\$0		\$0
Non Premium Events (\$75 per event)		\$0		\$0
Concert Offers		\$0		\$0
Free Tournaments (\$20 per day offered)		\$0		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)		\$0		\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)**

\$250 ADT Sacramento slot player

Free Play	\$80 Free Play (Jan 2-13) \$80 Free Play (Jan 15-30)	\$160	\$75 Free Play (January 4-29 excluding 1/22-25) \$50 Free Play (January 23-24)	\$125	\$50 Free Play (Jan 5-13) \$50-\$50 Free Play (Jan 24)
Hotel (\$45 per night value)	(2) Free nights - any day - Jan 1-31 Multiple stays allowed (3 stays between trips)	\$450	(3) free nights- January 4-31 (2) free nights - Jan 2-4	\$225	(2) free nights - January 1-30 (2) free nights - January 9-11 (3) free nights - January 23-26
Dining	\$70 Dining Credit - Jan 1-31	\$70		\$0	\$0
Gifts/Other (\$40/\$20 per gift)	2-Quart Slow Cooker (1/4) 2-cup Electric Personal Food Processor (1/11) 1-Quart Cuisinart Baking Dish (1/18) Three Piece Food bowl set (1/25)	\$80		\$0	\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) \$5 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (January 3 & 26) \$50,000 Table Game's Blowout (Sundays)	\$280	Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$23k Payday Sunday 4x "Tier" Points (Every Sunday & Wednesday)	\$0	Money Maker Jackpot (daily) Spinx 3D Slot Party (Jan 24) Dream Big Win Blogger (Jan 9-11)
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday)	\$280	5x Points (Jan 23-24) 7x Points (Jan 2, 3, 30) 4x Points (every Wednesday)	\$320	4x Comp Points Every Friday 2x Comp Points Every Sunday
Premium Events (\$150 per event)	Super Bowl Party - Feb 1	\$150	Super Bowl Party (February 1)	\$270	Cruise Set and Sail (January 16-17) Super Bowl Party (February 1)
Non Premium Events (\$20 per event)		\$150	Super Sweepstakes Weekend (January 23-24)	\$150	Unbreakable "King of Pop" - Jan 1-2
Concert Offers	Wayans Sr and Jr Concert - (Jan 17)	\$0		\$75	\$75
Free Tournaments (\$20 per day offer)	\$5,000 Lucky Slot Journey (each Tuesday)	\$75		\$0	\$0
Invitational Tournaments (\$25 event only) (\$125 event & hotel)	Royal Riches Video Poker (Jan 9-11) Winter Wonderland Slot Tournament (Jan 24-26)	\$80	Triple Header Slot Tournament (Jan 4-4) Triple Header Slot Tournament (Jan 11-12) Crazy 777's Slot Tournament (Jan 19-20) Cabin Fever Bingo (January 25)	\$0	\$40,000 New Years Riches (Jan 3-4) \$40,000 Time to Tackle Another Year (Jan 25-26)
		\$250	\$500	\$500	\$250

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$250 ADT Sacramento slot player**

Free Play	\$25 Free Play (Jan 1-31)		\$35 Free play (Jan 2-8) \$35 Free play (Jan 9-18) \$35 Free play (Jan 19-22) \$35 Free play (Jan 23-29)	
Hotel (\$40 per night value)	(3) free nights - any day - Jan 1-31 (2) free nights - any day through Jan 31	\$25	(?) free nights (Jan 2-15) (2) free nights (Jan 18-31)	\$140
Dining	\$100 Resort Credit (Jan 1-31)	\$225	\$30 Dining Credit (Jan 2-18) \$30 Dining Credit (Jan 21-30)	\$180
Gifts/Other (\$40/\$20 per gift)	\$100	\$100		\$60
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0	1st Anniversary Luxury Car Giveaway - through January 18	\$0
Point Multipliers (\$30 per day)	\$240	\$240	4x Points (Jan 2, 9, 10, 16, 17) 3x Points (Jan 6, 7, 19, 21, 28, 29) 2x Points (Jan 14, 15)	\$100
Premium Events (\$150 per event)	Super Bowl Party - Feb 1	\$0	Super Bowl Party - Feb 1	\$120
Non Premium Events (\$75 per event)	\$150	\$150		\$150
Concert Offers (\$75 per event)	\$0 Cedric the Entertainer (Jan 2) - (2) free tickets Aaron Lewis (Jan 16) - (2) free tickets George Lopez (Jan 17) - (2) free tickets So you Think you can Dance (Jan 30) - (?) free tickets	\$0		\$0
Free Tournaments (\$20 per day offered)	Dingo Blitz - Jan 15	\$100		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$20,000 AFC/NFC Wacky Slot Tourney (Jan 16-18)	\$20	\$20,000 Slot Tournament (Jan 23-25)	\$0
		\$125		\$125

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)**

\$100 ADT Sacramento slot player

Free Play	\$50 Free Play (Jan 2-13) \$50 Free Play (Jan 15-30)	\$100	\$50 Free Play (January 4-29 excluding 1/22-25) \$50 Free Play (January 23-24)	\$15 Free Play (Jan 9-13)
Hotel (\$45 per night value)	(2) Free nights - any day - Jan 1-31 Multiple stays allowed (3 days between trips)	\$100	(1) free nights- January 4-31 (Sunday-Friday) (2) free nights - Jan 3-4	(1) Free Night- January 1-30 Monday - Thursday \$15
Dining	\$15 Dining Credit- Jan 1-31	\$150	\$225	\$45
Gifts/Other (\$40/\$20 per gift)	2-Quart Slow Cooker (1/4) 2-cup Electric Personal Food Processor (1/11) 1-Quart Commaigware Baking Dish (1/18) Three Piece Food bowl set (1/25)	\$15	\$0	\$0
Promotion Events (\$40 per event) (\$20 per week per daily promotional activities i.e. random progressives)	Free Play Fridays (every Friday) 55 Grand/Multipliers (Wednesdays) Points for Free Play Exchange Day (January 3 & 26) \$50,000 Table Games Blowout (Sunday's)	\$80	\$0	\$0
Point Multipliers (\$30 per day)	2x, 3x, 5x, 7x Points (Every Thursday)	\$280	Teles Giveaway (1 through March 2014) Points for Free Play Exchange Days (every Thursday) \$20k Payday Shindig 4x "Titler" Points (Every Sunday & Wednesday)	Money Maker Jackpot (daily) Spree 3D Slot Party (Jan 24) Dream Big Win Bigger (Jan 9-11) \$200
Premium Events (\$150 per event)	Super Bowl Bash, Feb 1	\$150	\$270	\$270
Non Premium Events (\$75 per event)		\$150	\$0	\$0
Concert Offers		\$0	Super Sweepstakes Weekend (January 23-24)	\$0
Free Tournaments (\$20 per day offered)	\$5,000 Lucky Slot Journey (each Tuesday)	\$0	\$0	\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	Royal Riches Video Poker (Jan 9-11) Winter Woodland Slot Tournament (Jan 24-26)	\$80	\$0	\$0
		\$250	Triple Header Slot Tournament (Jan 4-5) Triple Header Slot Tournament (Jan 11-12) Crazy 777's Slot Tournament (Jan 19-20) Cabin Fever Bingo (January 25)	\$0
			\$500	\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$100 ADT Sacramento slot player**

Free Play	\$25 Free Play (Jan 1-31)	\$10 Free play (Jan 2-8) \$10 Free play (Jan 9-18) \$10 Free play (Jan 19-22) \$10 Free play (Jan 23-29)
Hotel (\$45 per night value)	\$25 (2) free nights - any day - Jan 1-31	(2) free nights (Jan 1-15) (2) free nights (Jan 18-29)
Dining	\$25 Resort Credit (Jan 1-31)	\$10 Dining Credit (Jan 2-18) \$10 Dining Credit (Jan 21-30)
Gifts/Other (\$10/\$20 per gift)	\$25	\$20
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	\$0 Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0 1st Anniversary Luxury Car giveaway - through January 18
Point Multipliers	\$240	\$100 4x Points (Jan 2, 3, 9, 10, 16, 17) 3x Points (Jan 6, 7, 19, 21, 28, 29) 2x Points (Jan 14, 15)
Premium Events (\$150 per event)	\$0	\$0
Non Premium Events (\$75 per event)	\$0	\$0
Concert Offers (\$75 per event)	\$0 Credit the Entertainer (Jan 2) - (2) free tickets Aaron Lewis (Jan 16) - (2) free tickets George Lopez (Jan 17) - (2) free tickets So you Think you can Dance (Jan 30) - (2) free tickets	
Free Tournaments (\$20 per day offered)	\$300 Bingo Blitz - Jan 15	\$0
Invitational Tournaments (\$75 event only (\$125 event & hotel)	\$20 \$20,000 AFC/NFC Wacky Slot Journey (Jan 18-18)	\$0 \$10,000 VIP Party Bingo (Jan 10) \$20,000 Slot Tournament (Jan 23-25)
	\$125	\$150

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$50 ADT Sacramento slot player**

Free Play	\$25 Free Play (Jan. 2-13) \$25 Free Play (Jan. 15-30)		\$50 Free Play (January 4-29 excluding 1/22-23) \$50 Free Play (January 23-24)	\$15 Free Play (Jan 5-13)	
Hotel (\$45 per night value)	\$50 (2) Free nights - any day - Jan 1-30 Multiple stays allowed (3 days between nights)		\$100 (3) Free nights- January 4-31 (Sunday Friday) (2) Free nights- Jan 2-4	(1) Free Night - January 1-30 Monday - Thursday	\$15
Dining	\$450 2-1 Buffet - any day - Jan 1-30		\$225		\$45
Gifts/Other (\$40/\$20 per gift)	\$15 2-Quinn Slow Cooker (1/4) 2-cup Electric Personal Food Processor (1/11) 1-Quart Canning/water Baking Dish (1/18) Three Piece Food bowl set (1/25)		\$0		\$0
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities (i.e. random progressives))	\$80 Free Play Fridays (every Friday) 55 Grand Multipliers (Wednesdays) Points for Free Play Exchange Day (January 3 & 26) \$50,000 Table Games Blowout (Sunday's)		\$0 Tesla Giveaway (Through March 2014) Points for Free Play Exchange Days (every Thursday) \$25E Payday Sunday 4x "Tier" Points (Every Sunday & Wednesday)	Money Maker Jackpot (daily) Spinx 3D Slot Party (Jan 24) Dream Big Win Bigger (Jan 9 11)	\$0
Point Multipliers (\$30 per day)	\$280 2x, 3x, 5x, 7x Points (Every Thursday)		\$320 5x Points (Jan 23-24) 7x Points (Jan 2, 3, 30) 4x Points (every Wednesday)	1x Comp Points Every Friday 2x Comp Points Every Sunday	\$200
Premium Events (\$150 per event)	\$150		\$270		\$270
Non Premium Events (\$75 per event)	\$0		\$0		\$0
Concert Offers	\$0		\$0		\$0
Free Tournaments (\$20 per day offered)	\$0 \$5,000 Lucky Slot Tourney (each Tuesday)		\$0		\$0
Invitational Tournaments (\$75 event only) (\$125 event & hotel)	\$80		\$0 Triple Header Slot Tournament (Jan. 4-5) Triple Header Slot Tournament (Jan 11-12) Crazy 777's Slot Tournament (Jan 19-20) Cabin Fever Bingo (January 23)		\$0
	\$0		\$500		\$0

**Comparison of Value Received by Individual Direct Mail & Promotional Offer Components
(January 2015)
\$50 ADT Sacramento slot player**

Free Play	\$20 Free Play (Jan 1-31)		\$5 Free play (Jan 2-15) \$5 Free play (Jan 19-30)		
Hotel (\$45 per night value)	(2) free nights - any day - Jan 1-31	\$20	(2) free nights (Jan 2-31)	\$10	
Dining		\$90		\$90	
Gifts/Other (\$40/\$20 per gift)		\$0		\$0	
Promotion Events (\$40 per event) (\$20 per week for daily promotional activities i.e. random progressives)	Break the Bank Bonuses (daily) \$1 Million Game Changer (daily) \$100k Vacations on Us (Dec 8 - March 8, 2015) Points to Free Play (Friday's)	\$0	1st Anniversary Luxury Car giveaway - through January 18	\$0	
Point Multipliers		\$240	4x Points (Jan 2,3,9,10,16,17) 3x Points (Jan 6,7,19,21,28,29) 2x Points (Jan 14,15)	\$100 \$420	
Premium Events (\$150 per event)		\$0		\$0	
Non Premium Events (\$75 per event)		\$0		\$0	
Concert Offers (\$75 per event)		\$0		\$0	
Free Tournaments (\$20 per day offered)		\$0		\$0	
Invitational Tournaments (\$75 event only) (\$125 event & hotel)		\$0		\$0	
		\$0		\$0	



\$250 ADT Slot Player

Reno

Direct Mail Free Slot Play Offers Received

Player Name	Offer Type	Offer Description	Offer Value	Offer Date	Offer Status	Offer Source	Offer Location	Offer Frequency	Offer Expiration	Offer Notes
CSN										
Chapman										
Alvarez										
Silver Legay										
Wright										