

Personal Lucky Coin™ Systems

Reward loyalty.

USE INDIVIDUAL BONUSES TO CONNECT WITH PLAYERS.

Personal Lucky Coin™ is an individual bonus award that grows larger the more a customer plays. Flexible configuration allows you to create up to ten separate *Personal Lucky Coin* reward levels to satisfy the broadest range of players - from casual to top tier.

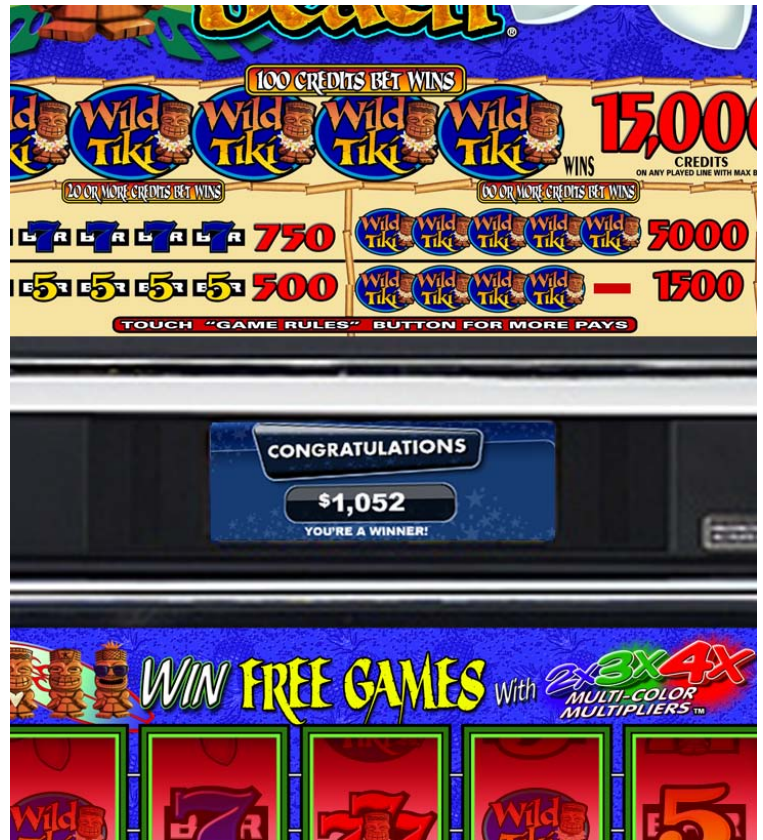
Enhance your casino marketing results by creating a personalized player experience. *Personal Lucky Coin* can be configured or combined with other bonuses to set you apart from competitors and meet your marketing objectives.

BENEFITS

- Increase trip frequency and duration of play
- Convert infrequent players into loyal slot customers
- Create specialized value for your high-end players
- Increase carded play
- Increase the value of your players club and drive membership
- Achieve strong branding and differentiate your property
- Enhance the player experience

FEATURES

- Reward players while they are playing
- Follows players from game to game, session to session, day to day, until the player qualifies
- Once qualified, players hit their bonus at random within the pre-set value ranges
- Encourage players to keep playing and qualify for the reward with visual prompts
- Award cashable game credits or *Xtra Credit®* non-cashable rewards



Deliver personal awards to players at the game.

Ten separate reward levels satisfy the broadest range of players.

For more information, contact your IGT Account Manager or visit www.IGT.com/Bonusing.



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