

Offer earned awards.

KEEP PLAYERS COMING BACK.

Increase customer spending and generate incremental return visits with *ReturnPlay*®. This highly configurable bonus awards players who reach coin-in levels with *Xtra Credit*® non-cashable rewards redeemable later the same day or on a return visit.

ReturnPlay helps drive play during slow periods by giving you control of the day, week or hour when players earn and redeem the *Xtra Credit* non-cashable rewards. And with the ability to configure multiple earning tiers and awards, you can scale your rewards to the value of the player.

Players want loyalty rewards for increased visits and additional play. Enhance your players' experiences and give them the rewards they want with *ReturnPlay*.

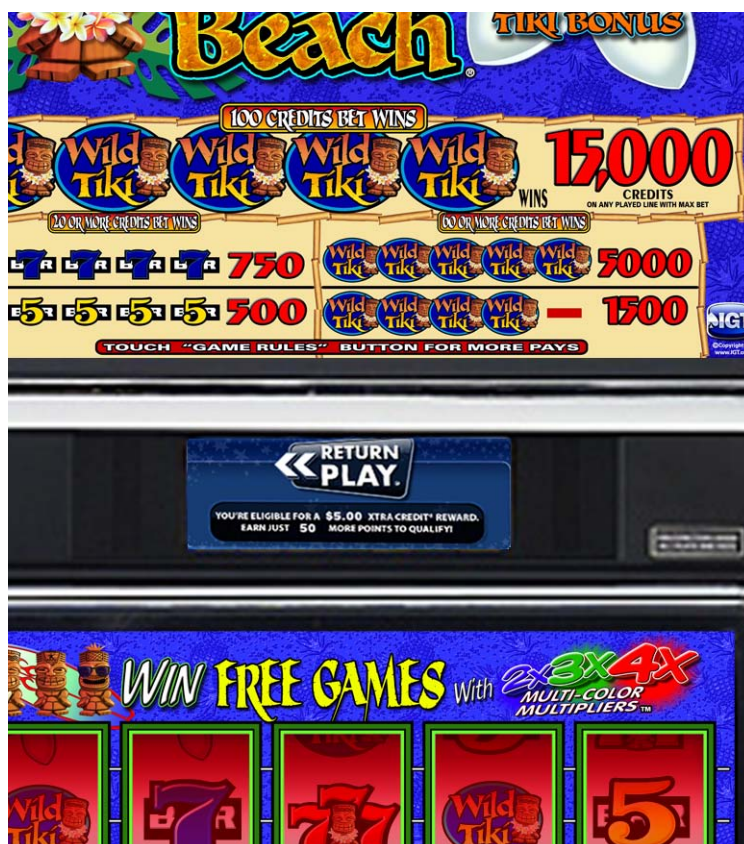
BENEFITS

- Reduce direct mail costs
- Offers players a guaranteed reward
- Entice players to return based on previous play
- Increase carded play and the number of incremental visits to your property
- Boost spend-per-visit by increasing the play required to qualify for the award
- Ignite play during slow periods
- Streamline club operations and decrease lines at the booth
- Increase the value of your players club and drive membership
- Convert infrequent players into loyal slot customers
- Create specialized value for your high-end players

FEATURES

- Deliver on the game screen via the Service Window or at the game using *sb NexGen*® II displays
- Encourage players to keep playing and qualify for the reward with visual prompts
- Configure down to the day, week or hour when players can earn and redeem *Xtra Credit* non-cashable rewards

- Configure multiple earning tiers and select the *Xtra Credit* non-cashable award for achieving each level
- Earned rewards are automatically delivered when the card is inserted during the pre-designated redemption period
- Scale your rewards to the value of the player, based on rankings



Visual prompts inform players of their reward status.

“When *ReturnPlay* was offered, 67% of players increased their play and, depending on segment, an 11-13% increase in net win overall was realized.”
– Station Casinos

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



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