

www.

BiNgo

.com



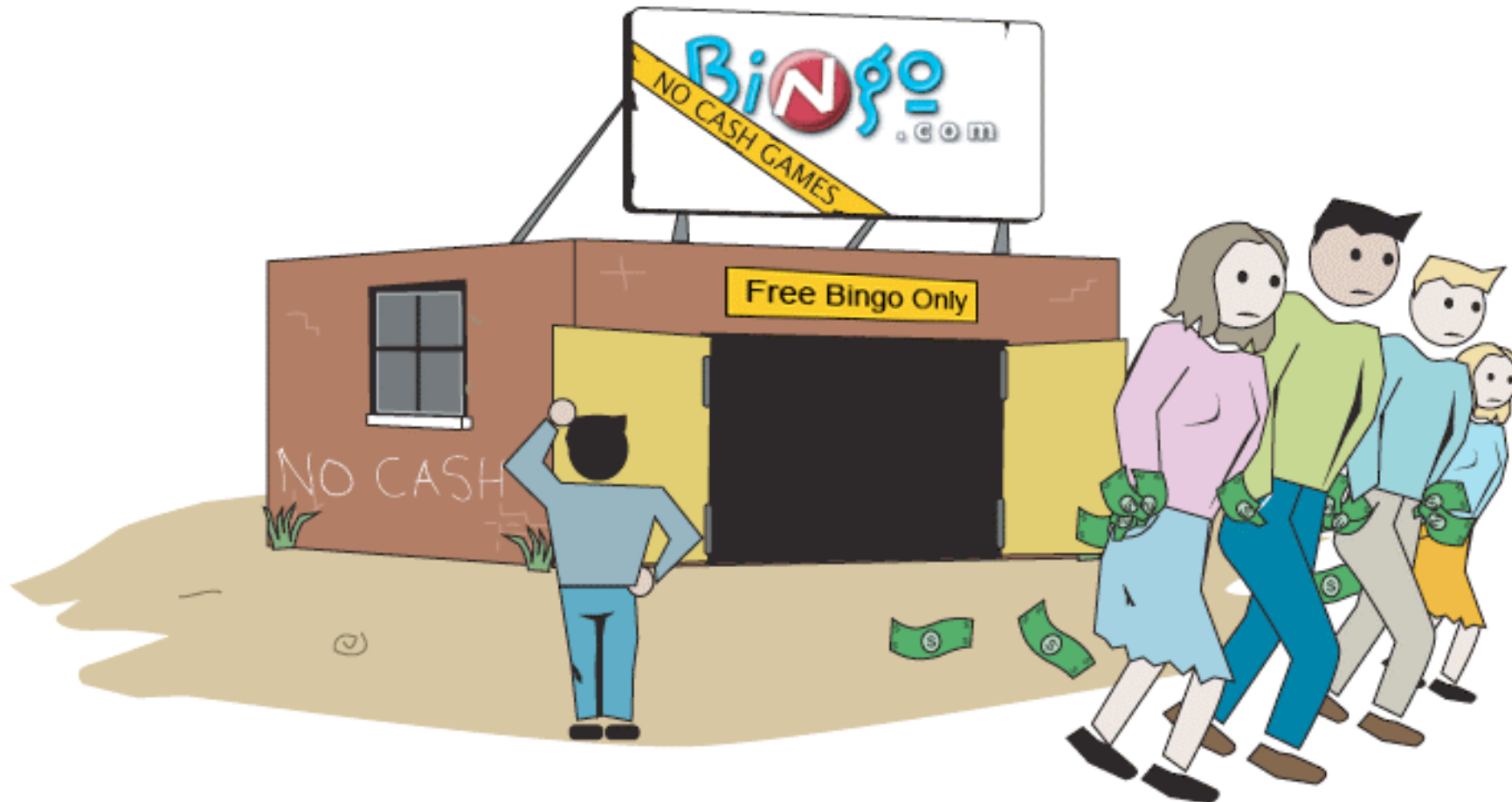
ONLINE BINGO:

&

BINGO.COM'S PAST/PRESENT/ FUTURE



5 Years - Advertising Only - No Cash Games



2005 - Free and Cash Bingo and Soft Gaming





**Bingo.com became
The World's Largest Bingo Hall**

Over 1 Million Visitors per Month

Over 1.7 Million Players in Database

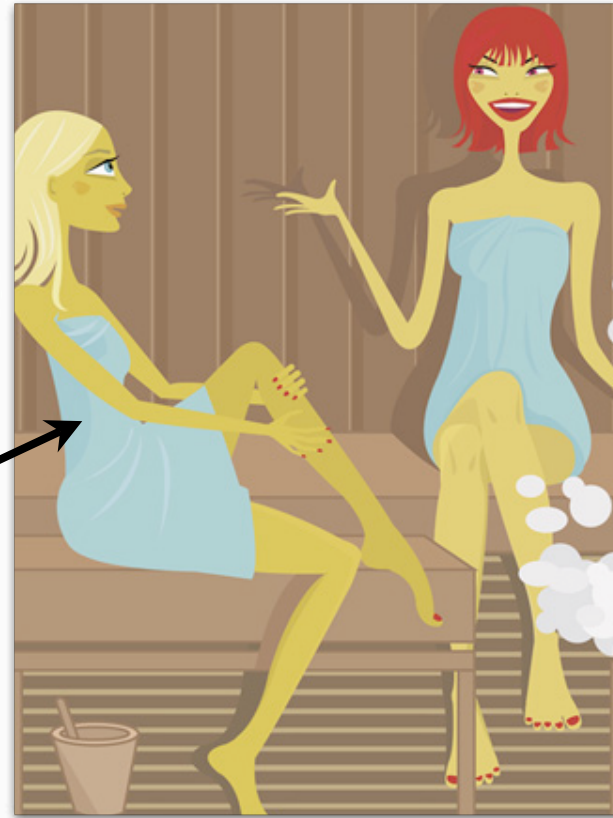
Over 250,000 New Players per Year

30,000 Hours of Bingo Played Per Day

1 on most Search Engines

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We've decided on a
demographic makeover!



**OK...that's not entirely
true...**

UIGEA decided for us

Common Business Practice

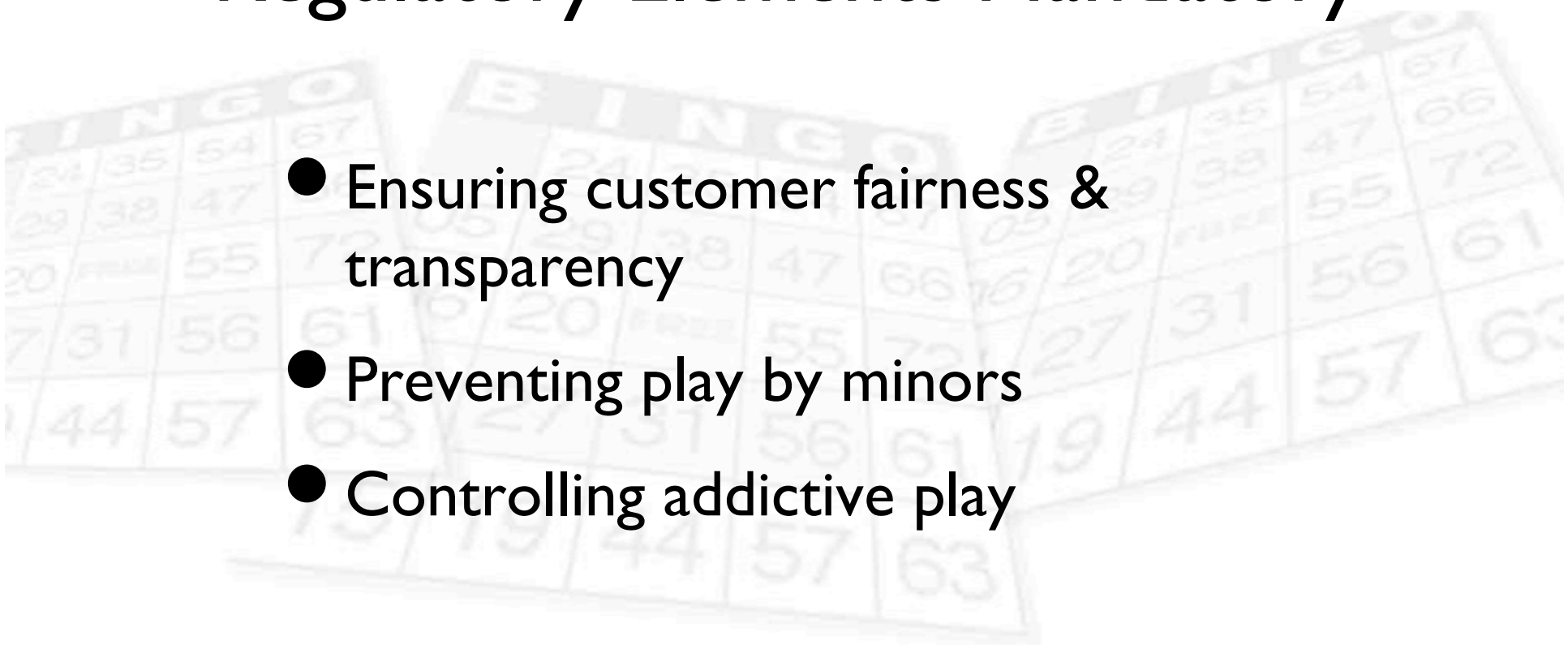
No different in Gaming
To any other business

Responsible Gaming Required

In light of UIGEA:
No USA cash games



Regulatory Elements Mandatory

- 
- Ensuring customer fairness & transparency
 - Preventing play by minors
 - Controlling addictive play

What is it?

- At its foundation, it's about trust & credibility:
 - Between operator & customers
 - Between operator & regulators
 - Between the industry & society

Why is it important?

- 
- The background of the slide features several overlapping, semi-transparent images of bingo cards. Each card has a grid with numbers and the word "BINGO" at the top. The cards are slightly tilted and layered, creating a sense of depth.
- Regulation brings legitimacy & the industry into the mainstream
 - Effort at an international agreement on same principles as the UK legislation

**PLUS
IT'S JUST GOOD BUSINESS!**



MARKET TODAY

- Turbulent
- Increasingly Competitive
- Legal Jungle
- Payment Processor ?



Bingo Market Research

300 Million Bingo Players Worldwide

£1.5 Billion UK Offline Business

< 0.5 Million Bingo Players Online

£150 Million Annual Online Market

80% Females, Aged 30 - 50

Online Cash Bingo Marketplace

No Dominant Brands in Marketplace

Many Firms Marginally Profitable

Expect £300 per Annum per Cash Player

10% of Registrations Deposit Cash

Acquisition Cost is Key

Retention is Critical

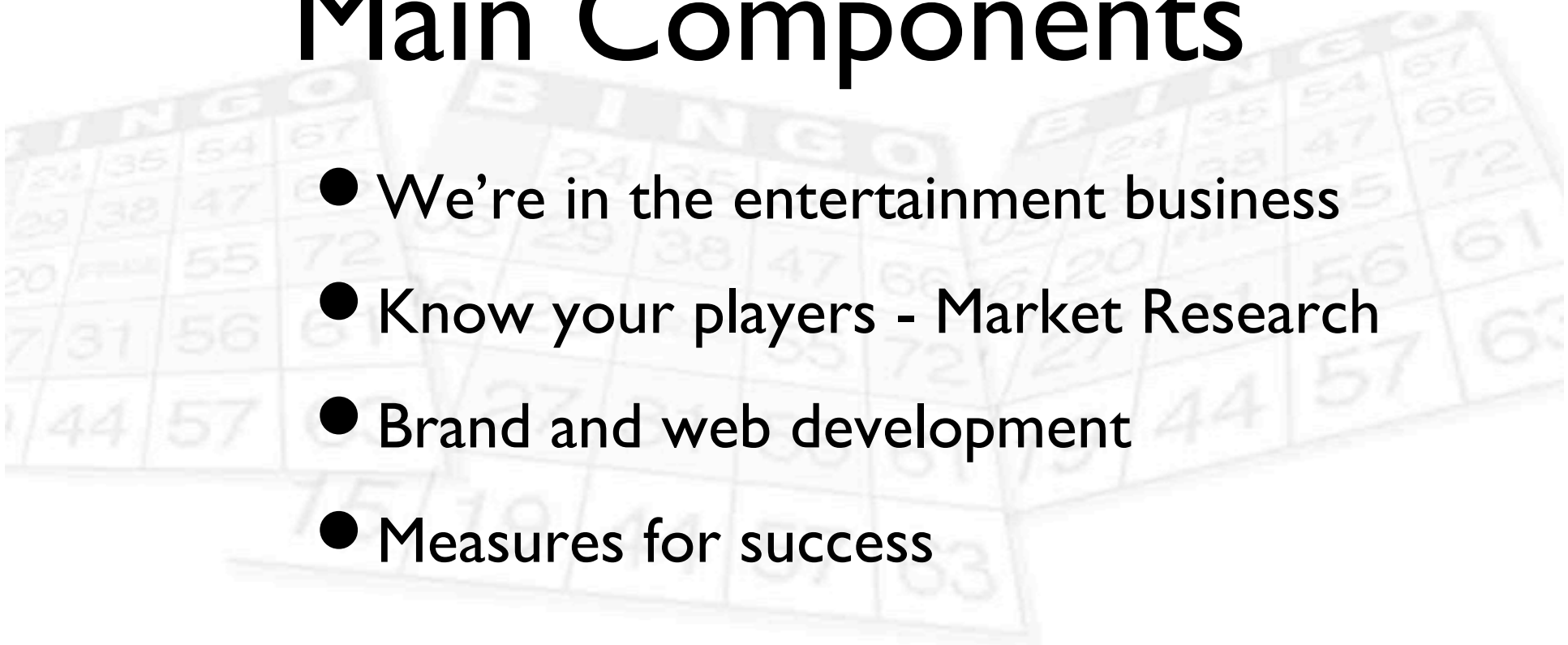
Online Bingo is Lifestyle Entertainment

- Soft gaming as entertainment offering
- Currently a niche market - but growing
- Online entertainment with perks
- Which to do ... TV or bingo?



FUTURE

Main Components

- 
- The background of the slide features several overlapping, semi-transparent images of bingo cards. Each card has the word "BINGO" at the top and a grid of numbers below. The cards are slightly offset from each other, creating a sense of depth.
- We're in the entertainment business
 - Know your players - Market Research
 - Brand and web development
 - Measures for success

Create Brand to Connect with Players

- Who are your players?
- What do they like to do?
- How do they make decisions?
- Build profiles to connect the brand

Measure, Analyze, and Retune

- Launch day is the first day of this process
- Determine your success measurements
- Track performance daily
- Rethink and retune

What is Next for Online Bingo?

- Growth through focus on entertainment
- Who will take the lead?
- The rise of a dynamic brand
- Online bingo is FUN! Sell it that way



Key to Success: Affordable Cash

Player Acquisition Costs





THANK YOU!

Tarrnie Williams - CEO
London, December 7, 2006