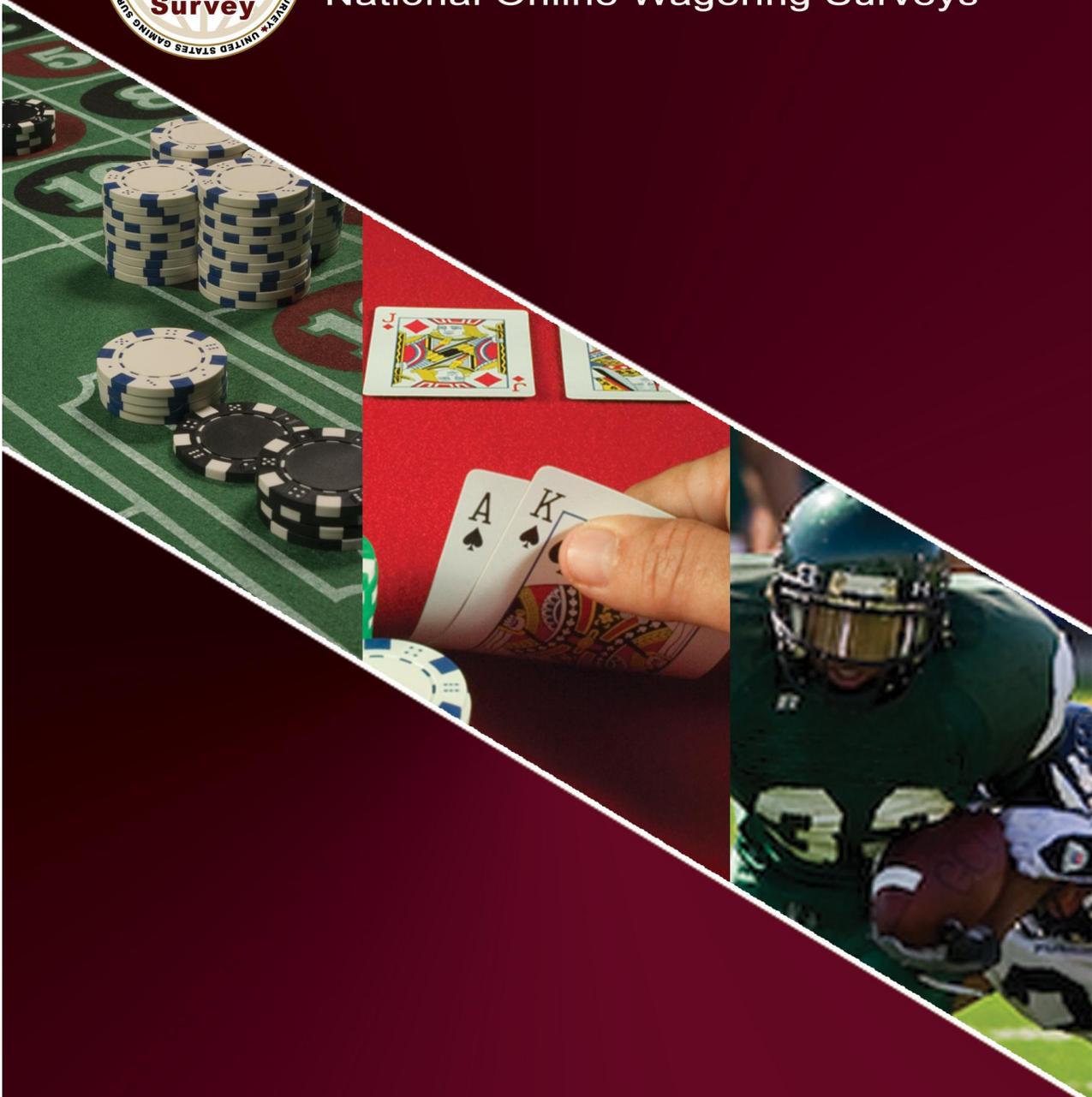




US Gaming Survey

National Online Wagering Surveys



Proprietary Data and Custom Surveys

www.usgamingsurvey.com

US GAMING SURVEY



Who We Are

Firmly supported by 14 years of the public's proven and unbiased trust, US Gaming Survey is a unique marketing research organization focused upon one defined category: **Online Wagering**. Specifically, US Gaming Survey is able to measure, analyze and forecast the United States public behavioral position for online wagering including poker, casino and sports.

Proven immensely different from more mature categories (including land-based gaming) *online wagering* has been largely ignored, unknown and properly researched for the **U.S. market**. Now, necessary predictive modeling behavior is obtainable via a database of information only available through our proprietary access to the current offshore internet wagering industry.

Our custom data utilizes sought-after, previously unattainable panelists; U.S. citizens who currently wager online. US Gaming Survey is in a unique position to create **optimum, measurable full-analysis results** with the finest marketing research panel survey software. Our studies draw astonishing conclusions affecting BOTH gaming communities - the inherent land-based gaming market plus the multi-billion dollar potential of legalized and regulated online wagering in the U.S.

Jim Quigley, President

Larry Gibbs, VP Research

www.USGamingSurvey.com

Online Wagering Industry Update

The US Gaming Survey Impact

US Gaming Survey has forged ahead with two ground-breaking surveys in the last year to quantify the US online wagering player. **The National Online Wagering**© survey was solely targeted upon authentic participating off shore sports and casino bettors. It primarily focused upon topics including the Unlawful Internet Gaming Enforcement Act (UIGEA), player trust and the impact of proposed future USA taxation laws. Our most recent survey, **The 2012 U.S. Online Poker Survey**© was conducted with the full cooperation of the Poker Players Alliance (PPA). It reached out to 100,000 active poker players to identify their wagering habits and most importantly, how their poker behavior and opinions will help determine the next U.S Presidential election.

In response to demand from the casino industry and the private gaming lobby sector to regulate and legalize U.S. online poker, US Gaming Survey has created a NEW supplementary document, **“2012 U.S. Online Poker Survey: Politics & Social Gaming Shape the Future”**.

The white paper, available for sale on the US Gaming Survey website, answers a set of very topical questions pertaining to the most important issues being asked by U.S. government regulators, lobbyists and gaming executives. Although a priority has been placed on estimating how much revenue will be obtained through online poker, how much revenue will be siphoned off from land-based casinos and how much ancillary casino gaming revenue can potentially be raised, many questions have been neglected toward where, when and how it will be accomplished. The **2012 U.S. Online Poker Survey: Politics & Social Gaming Shape the Future** answers these questions and doubts with robust proprietary data from the most trustworthy source (current U.S. poker players only), with their accurate opinions and comments supporting many key issues.

The landmark December 23rd, 2011 ruling by the Department of Justice (DOJ) opened the door to legalized and regulated online gambling but created many more questions than it answered. Many online gaming issues will be decided in the November elections with the powerful votes of people devoted to legalizing their play. The 2012 US Online Poker Survey© asked players very specific questions targeting their specific political opinions and their behavior as online poker for real currency leaps forward in 2013.

The National Online Wagering Survey©

US Gaming Survey has created an industry original, The National Online Wagering Survey©, as a benchmark product. The National Online Wagering Survey is a comprehensive panel survey utilizing only respondents currently participating in the US online wagering sector, reflecting the most accurate barometer of potential customer behavior possible.

Our Proprietary Database

- Online wagering participants (casual to heavy-user) were asked to devote ***LESS THAN 5 MINUTES*** of their time to answer 36 targeted questions regarding their current personal behavior regarding online poker, casino and sports wagering, their views on the Unlawful Internet Gaming Enforcement Act (UIGEA) and how potential legalization would affect their future wagering decisions.
- All answers were recorded *completely anonymously*, utilizing our unique access to current American online bettors. Many respondents added insightful comments and surprisingly voluntarily provided their e-mail address to participate in future online gaming surveys.

Panelist Response

- The initial ***National Online Wagering Survey©*** returned an incredible 62% from inquiry visits. In fact, of those who clicked a banner or received an e-mail and visited USGamingSurvey.com, 35% voluntarily entered their email address or posted a useful comment on their online wagering behavior.
- These numbers are irrefutable evidence that our designated panelists of current online wagering followed-through understanding the survey and appreciated the short time length for completion and ease of participating. The success of the National Online Wagering Survey© and enthusiasm of the participants surprised us as much as the varied, valuable answers submitted.

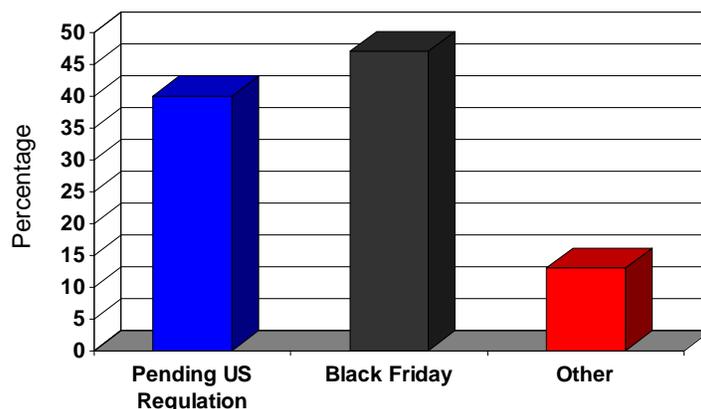
The 2012 U.S. Online Poker Survey©

The 2012 U.S. Online Poker Survey© was conducted during a two week span in July. The survey was sent out to random members of the Poker Players Alliance (PPA) with a panel dataset consisting of current and former online poker players. This methodology provided an accurate behavior forecast gauging the pulse of future online poker play in the United States. Participants were given an incentive to answer the balanced 37 question survey devoting an average of less than five minutes of their time. A winner was chosen at random on July 15th, 2012 to receive a new Kindle Fire.

The 2012 US Online Poker Survey received responses from all 50 states, Washington D.C. plus Puerto Rico. The expansive report covered all socio-economic groups and features a valuable 11% response from women. An amazing panel response of over 3,400 PPA participants made this one of the largest survey of current U.S. online gamblers to reach the market. A bonus featured 1,000 insightful comments from panelists on their views for online poker regulation.

The survey illustrated various critical behavioral aspects of the online poker player, many of whom have left the online game after “Black Friday”, April 15th, 2011. Participants were queried as to the specific reason they stopped playing online poker entirely. Black Friday seizures were the major factor for their decision to stop playing online followed closely by respondents who are waiting for US regulated and legalized poker sites to resume playing online again.

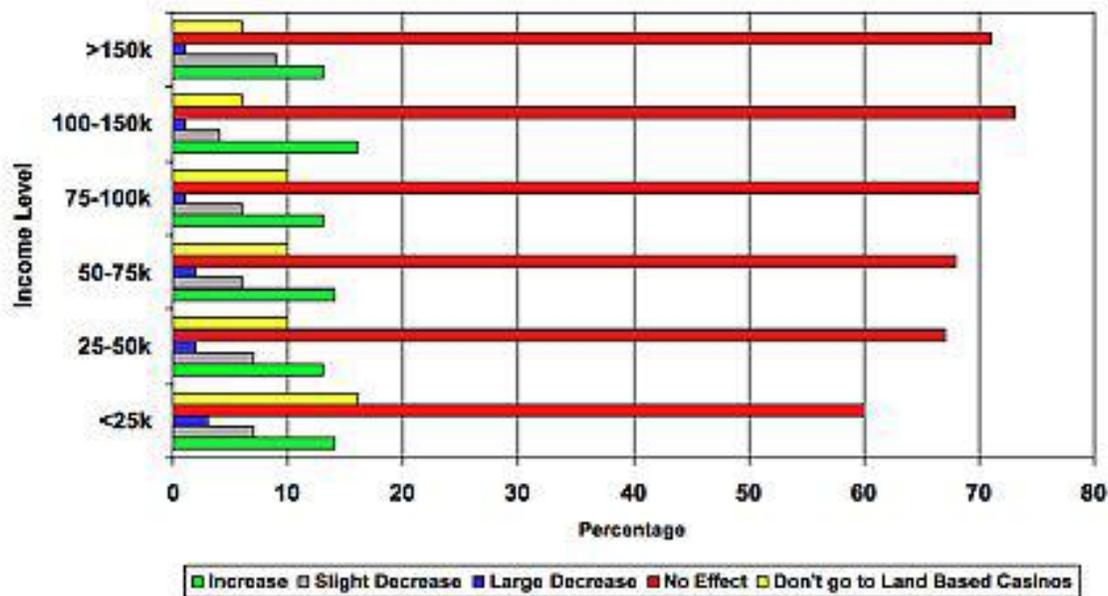
Reasons cited for not currently playing poker online



THE EFFECT OF ONLINE POKER ON LAND BASED CASINOS AND POKER ROOMS

Without question many players did indicate they would desire to play at home rather than venture out to play poker, but the survey also indicated the effect would be minimal. Younger people did indicate their casino and land-based poker play may decrease slightly but for those over the age of 30 more than 2/3 said that online poker would have no effect. This was true regardless of gender, age or income level.

How Would Regulated U.S. Poker Affect Casino/Land Based Poker Rooms?

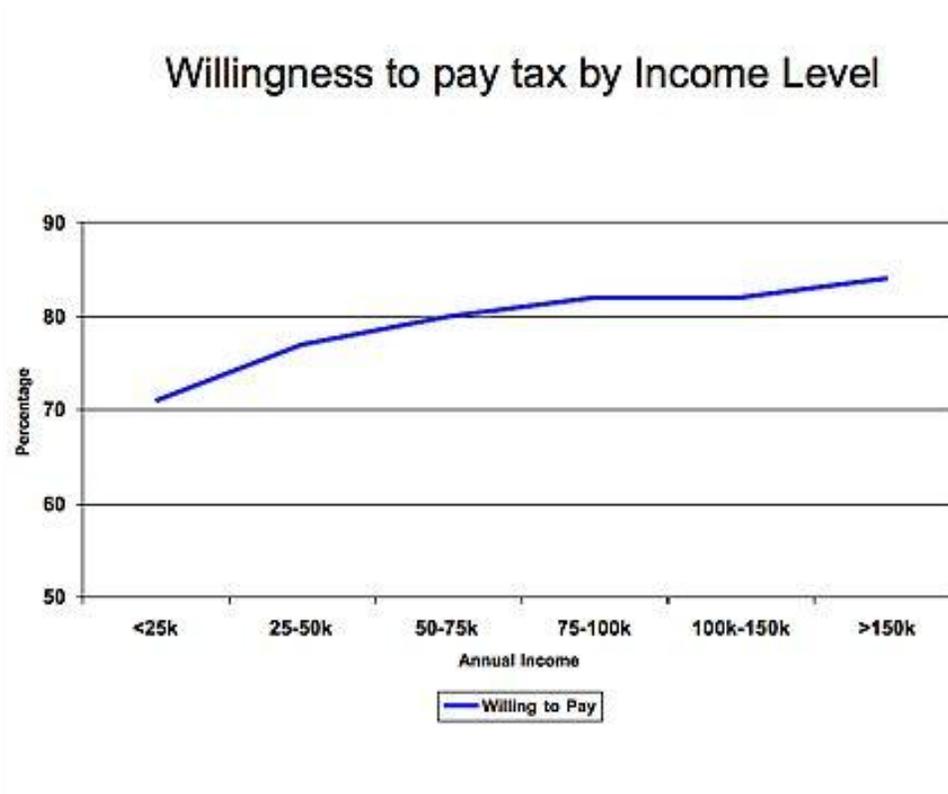


USGS GAME CHANGER:

Land-based casino operations have been saying that the introduction of online wagering will cannibalize their customer base and leave casinos as ghost towns, because everyone will be playing online. This could not be further from the truth. Regardless of income level 60% or more of respondents said that regulated online poker in the U.S. would have no effect on their land-based casino play. For those with a higher income that percentage increases to over 70% and across-the-board over 10% said that legal and regulated poker online would actually *increase* their land-based play. The survey also proved that online poker via a social network would also NOT have a severe diluting effect on land-based poker rooms.

WILLINGNESS OF PLAYERS TO PAY TAXES

The 2012 U.S. Online Poker Survey shows that players are willing to fill out an IRS form and pay taxes on online poker winnings regardless of income level.



USGS GAME CHANGER:

The 2012 U.S. Online Poker Survey revealed that the vast majority of poker players are more than willing to pay taxes on winnings for the opportunity to play in a regulated U.S. environment. More than 80% of respondents stated a willingness to file IRS Forms and pay taxes on all gambling winnings with the number approaching 90% for larger players. Players realize that taxation is a major reason all governments are anxious to offer online poker and the ability to play on a legal, well regulated site is worth the tax costs.

THE MOTIVATION AND ACTIONS OF ONLINE POKER PLAYERS

One of the big arguments facing online wagering is liquidity. Will there be enough players to go around if individual states are given the right to offer licensed and regulated poker to its citizens?

The 2012 US Online Poker Survey© found nationally that nearly 90% of respondents would change to a licensed and regulated U.S. based poker site if given the opportunity.



USGS GAME CHANGER:

Of those *still playing poker online*, nearly 90% would readily move to a U.S licensed and regulated website to play. This makes it a near certainty for any state run agency or corporation to capture the market INSTANTLY.

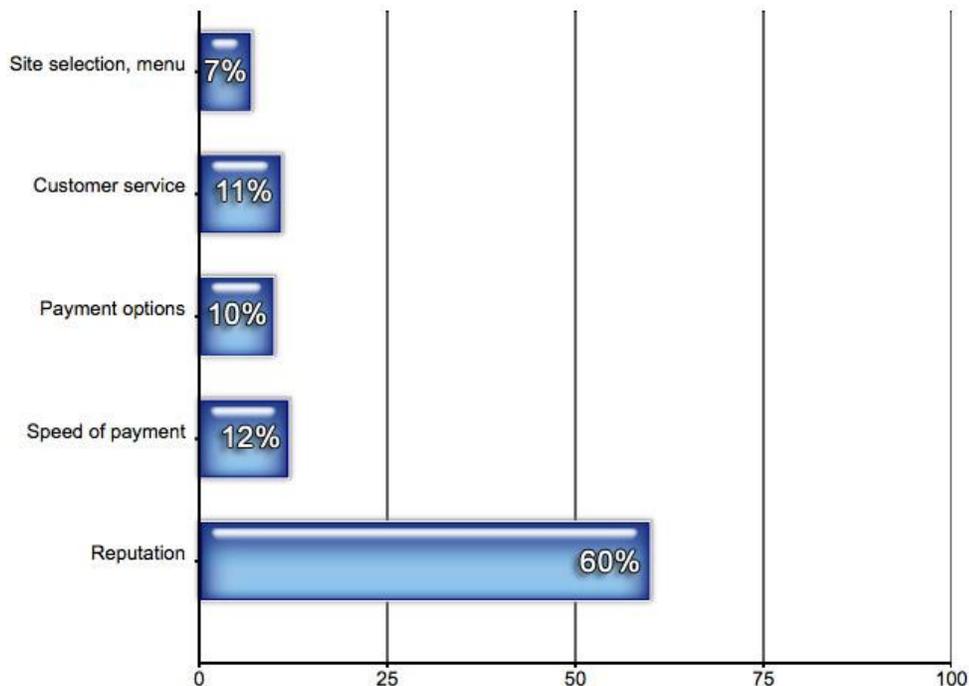
These are just a few of the findings in the 2012 US Online Poker Survey©. These are analytical examples of some of our many observations. The data is vast and complex and can be drilled down into in an extensive amount of ways for custom usage.

Why US Gaming Surveys are necessary

Missing to date has been important specific proof and key anonymous category demographic data, pro or con to support legislation and future operation. Until now both sides have relied on very limited resources from scattered opinion polls and telephone surveys. With accurate tabulated responses, US Gaming Survey can now expedite the issue properly and acquire a large representative sample plus insightful objective analysis on a variety of online-wagering specific questions.

Legalizing and regulating Internet wagering is a passionate, confusing issue with a changing U.S. Congress split on the overall benefits and risks. We've learned the public needs political support to help secure their wagering funds. Currently, all bets are highly risked through popular offshore wagering sites offering a necessary alternative but no legal protective recourse.

What do you consider the most important factor in choosing an online wagering company?



USGS GAME CHANGER:

An overwhelming majority of all panelists cited REPUTATION (60%) as the key factor in choosing an online wagering company. Surprisingly, given the stringent UIGEA laws passed in 2006, most people rely on known or referred reputation over all other factors, including speed of payment and customer service.

US GAMING SURVEY PRODUCTS

✓ The National Online Wagering Survey

We're proud of The National Online Wagering Survey© and the potential impact it could have enabling online wagering to be legalized and regulated in the United States. Equally important will be learning prospective players habits should federal or state laws govern either poker, casino or sports online wagering. Assumptions are very costly and cannot be trusted. Think of our extensive panel survey dedicated to **ONLY U.S. online gaming participants** as a roadmap to a virtually unknown and uncharted new category.

Our services allow you to receive tabulated data from the survey plus imperative analysis and valuable opinions, meeting the needs of your business. These critical solutions to your specific questions allow irrefutable proof and useful guidance toward better understanding the behavior of the US online wagering customer.

✓ The 2012 U.S. Online Poker Survey

As a proving example of our custom capabilities, a special 37 question U.S. Online Poker Survey© was delivered to 100,000 random members of the Poker Players Alliance (PPA) with a panel dataset consisting of current and former online poker players. The methodology and overwhelming response provided an accurate behavior forecast gauging the pulse of future online poker play in the United States.

The 2012 U.S. Online Poker Survey covers ground vital to issues whether online poker will be potentially legalized and regulated on a federal or state level. Our unbiased panel represents a nationwide perspective of opinion from players covering all 50 states. The results offer up-to-date information serving lobbyists, the political sector and the casino industry. The 2012 U.S. Online Poker survey provides a head start for online poker, the most likely online wagering target to receive approval in the U.S.

✓ Custom Surveys / Other Products

- US Gaming Survey can deliver any CUSTOM SURVEY to your specific needs analyzing the specific interests, products and market you'd intend to focus upon. Please ask us to review your requirements utilizing our unique online wagering database resources.
- US Gaming Survey has created a supplementary white paper, "2012 U.S. Online Poker : Politics & Social Gaming Shape the Future". The report, available for purchase on our website, usgamingsurvey.com, reviews a set of very topical questions pertaining to the most important issues being asked by U.S. government regulators, lobbyists and gaming executives. This ground-breaking white paper answers a variety of topical online poker questions and refutes several myths with robust proprietary data from the most trustworthy source (current U.S. poker players only), with their accurate opinions and comments.
- As an example, US Gaming Survey is currently developing a panel microscope comparing the behavioral difference between **Land-based (brick & mortar) Casino Wagering play vs. Online Wagering play**. Forecasting impending change will have a dramatic effect on potentially diluting revenues or possibly increasing revenues for ancillary casino business.

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