

Foxy Bingo & TV

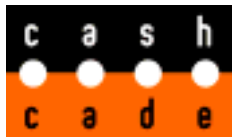
Simon Collins
Cashcade

For Gambit on Bingo 13March08



Background

- Cashcade has been in the gaming market for 7 years
- Virtually all revenues are UK based
- Bingo accounts for 75% of income
- We manage over 800,000 bingo accounts
- Brand owner - Foxy Bingo / Think Bingo
- Managed Service - The Mirror / Scottish Television



Current bingo growth drivers

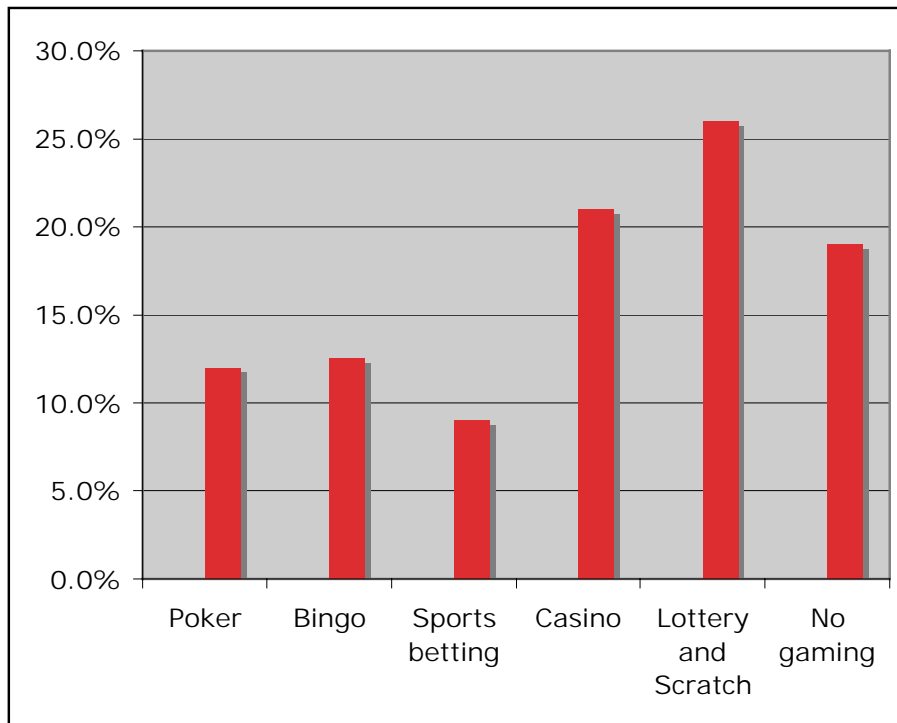
- Proliferation of new bingo sites
- Rise in broadband penetration
- Ideal product for advertising
- Push to go online from the smoking ban



“Online Bingo games generated a house win of £72 million last year – a figure that is set to soar. Within the next five years... the Online Bingo market will be worth an estimated £164 million” *Global Betting and Gaming Consultants*



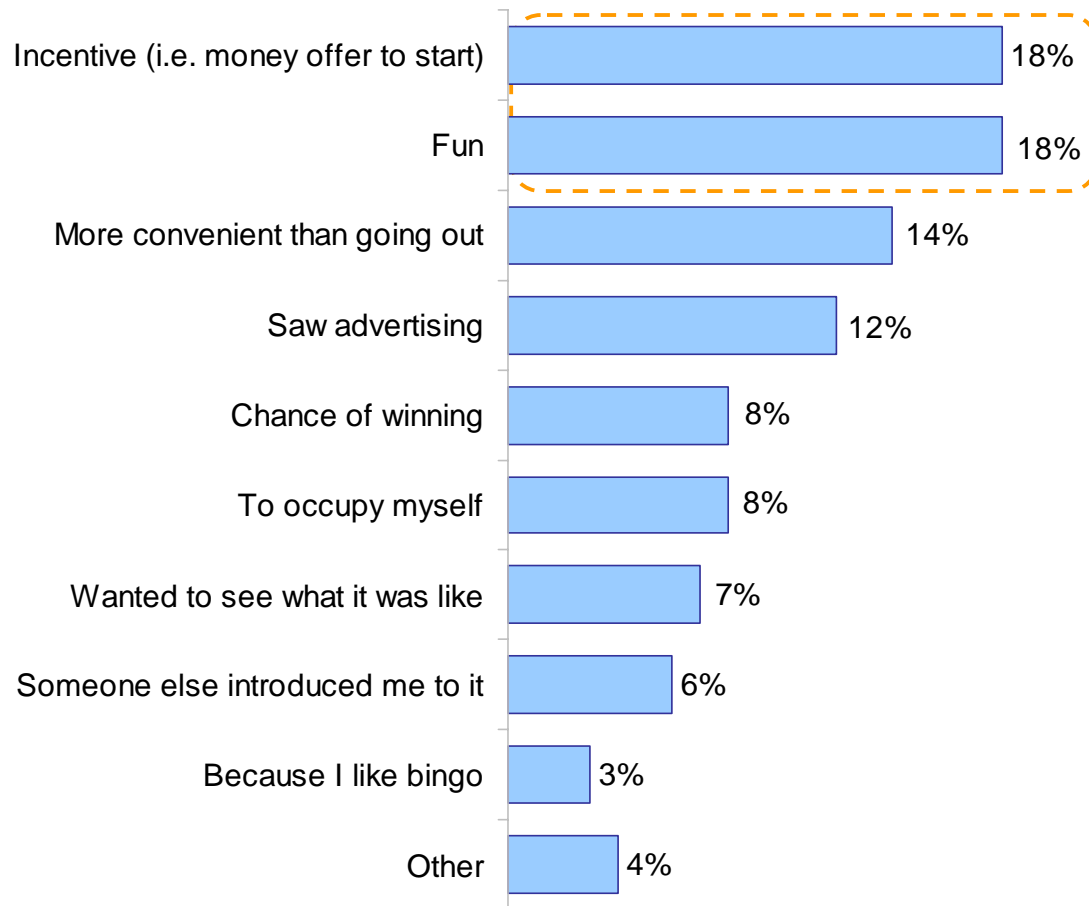
Foxy Bingo Research:



A poll of 1472 UK people with an internet connection shows online bingo is ahead of online poker and online sports betting in terms of popularity



QUESTION: Why did you first decide to play online bingo?



Incentive

"I got a free £10 to begin with and then from their it just seemed like a fun activity so i have been playing since"

"There was a promotion for a small free play and I didn't feel that I had anything to lose"

Fun

"Because the chat is generally great and you have a good laugh"

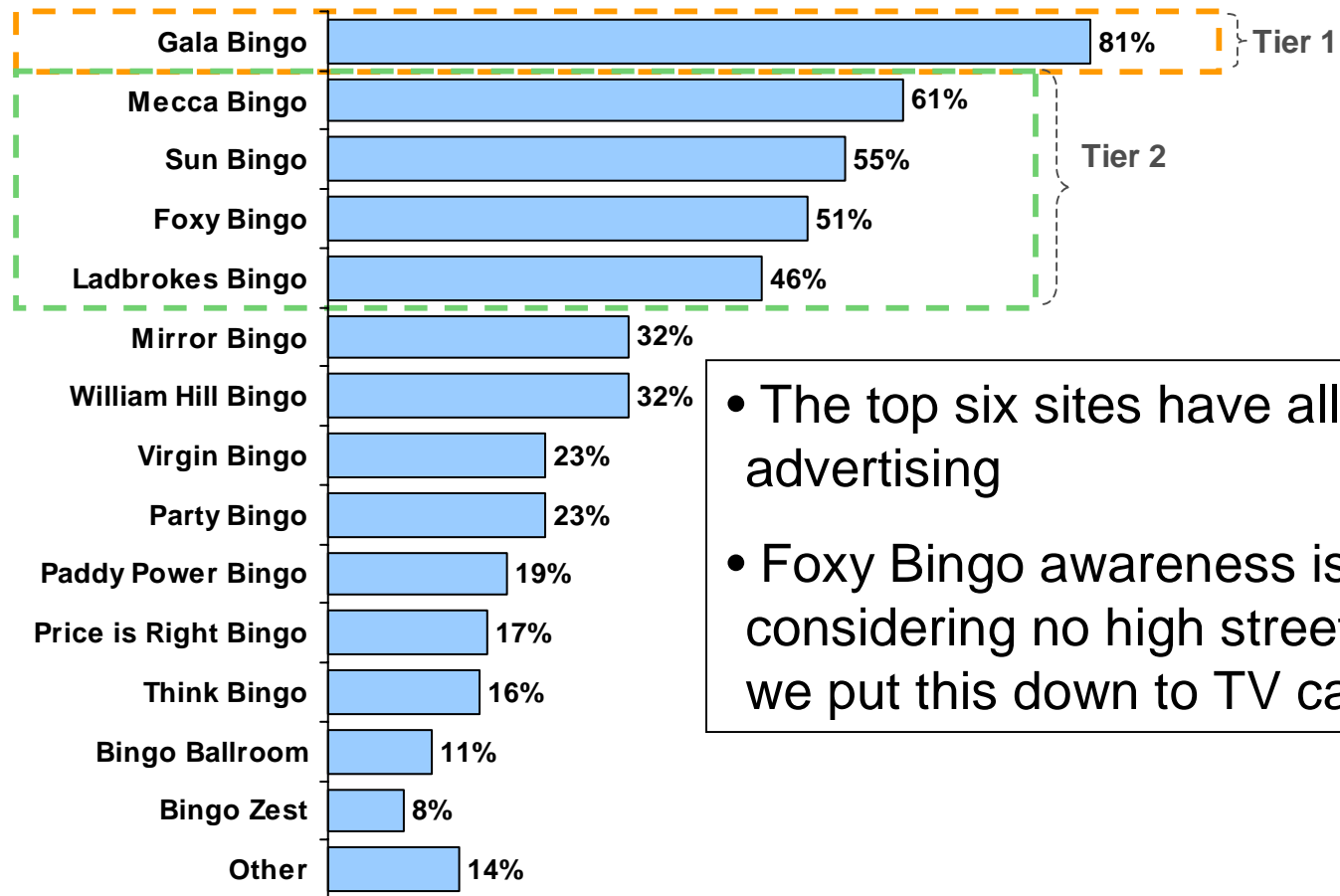
"I spent a lot of time at home with the children and it's entertaining"

"Its so easy and sooo much fun to do, the chat hosts are fab, all in all, I have a real good giggle, and also do win sometimes"

- The two **most popular** reasons to start playing online bingo is the **incentive** to play, and the **fun** element



QUESTION: Which of the following online bingo sites have you heard of?



- The top six sites have all used TV advertising
- Foxy Bingo awareness is strong considering no high street presence we put this down to TV campaigns



Bingo is a natural TV fit

- Socially acceptable “soft” format makes it easier for media owners
- Bingo is already a popular format offline so the format is well understood
- Historic ability to use “offer led” advertising in UK magazine, paper and TV



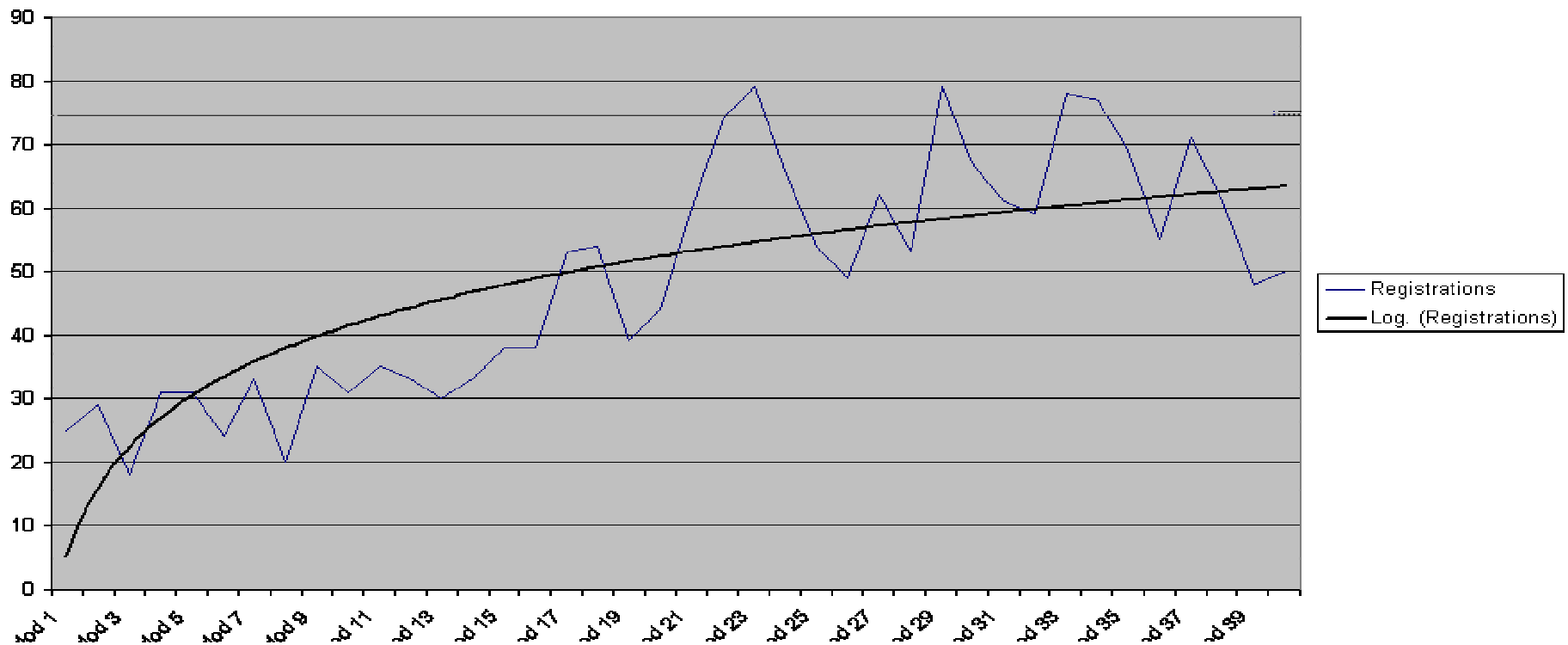
SEO TV Impact

- 2007 TV and in paper spend from Bingo sites in the UK has meant generic searches for terms like “bingo” have doubled
- The key advantage is irrespective of natural position in top 10 results TV promoted brands garner more clicks
- As a by product of the Foxy TV activity we have seen vastly enhanced conversions from Google, MSN & Yahoo



Affiliate Graph Since Jan 2008

Affiliate Registrations



Affiliate Results of TV

- Raj Ramanandi Founder Bingo Base leading bingo portal:



"Since Foxy Bingo restarted its TV advertising campaign they are one of our top performers despite a relatively low home page presence."





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