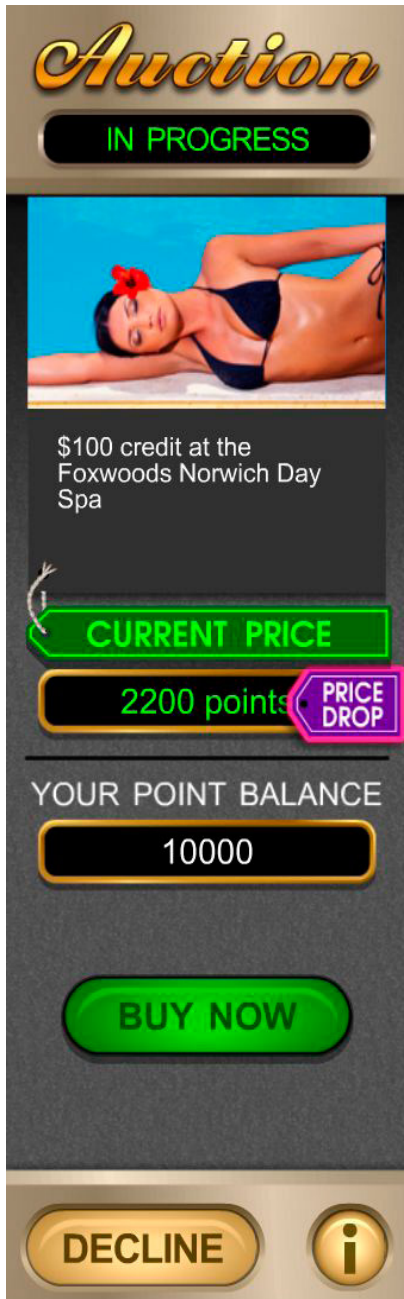


Auction Action™

Urgent,
Exclusive
Offers



Going once, going twice, sold! Auctions are hotter than ever. Auction Action™, IGT's new Intelligent Bonusing® app, brings the excitement of auctions to your casino.

Empty hotel rooms? Tickets available for tonight's concert? Instead of cutting prices, let players determine how much they'd like to pay.

Auction Action™ starts with a high price that drops over time. Players click the "Buy Now" button to purchase, automatically deducting the cost from the point balance. The item is then available in the player's account as a comp.

Benefits

- Clear expiring inventory while keeping players on device with auction format
- Drive traffic to in-house amenities by auctioning off dining, spa or other comps
- Reduce property point liability with automatic point reduction

Features

- Highly configurable auction options
- Target specific groups of players
- Play-based criteria determine eligibility
- Robust reporting
- Inventory management functionality
- Available on G2S Networks

Ready to slam the gavel? Contact your IGT Account Manager.

