



## News Release

### IGT'S DOUBLEDOWN CASINO PARTNER PROGRAM IS ON A ROLL AND READY TO ROCK G2E!

**LAS VEGAS -- Sept. 24, 2013** -- The [Global Gaming Expo](#) (G2E) kicks off today with gaming technology giant [International Game Technology](#) (NYSE: IGT) inviting show-goers to immerse themselves in the DoubleDown Casino Partner Program. Visitors to IGT's booth 2241 can participate in The DoubleDown Winner's Circle, an experience that provides a 360-degree journey illustrating DoubleDown Casino's social capabilities. IGT's DoubleDown Casino engages more than 1.8 million players daily and operators are invited to join in this thrilling game experience that puts the social casino right at their fingertips!

The DoubleDown Casino Winner's Circle is an opportunity for operators to learn more about the Partner Program, witnessing first-hand how this collaborative solution can expand operators' reach for new players with the ultimate goal of increasing customer loyalty and retention. It will be clear how and why IGT's DoubleDown Casino is revolutionizing the industry through its award winning Casino Partner Program.

Since last year, IGT's DoubleDown Casino Partner Program has more than doubled, with 46 Casinos, including over 50 websites, taking full advantage of the program. More than half of the program participants are Tribal and located across the country. The Program also reached a milestone earlier this year, launching globally in the Asia Pacific region.

IGT's DoubleDown Casino Partner Program has produced measurable results for land-based casinos. This summer DoubleDown partnered with Casino Del Sol to launch the Game King Championship, the world's first cross-platform Video Poker Tournament reaching desktop, social, mobile and land-based casinos. With more than 360,000 players qualified online, the Tournament reached a status of "world's largest video poker tournament." The live event finals at Casino Del Sol was equally as successful in driving a 20 percent increase in Video Poker play on the casino floor that weekend.

New this year at G2E, IGT's DoubleDown Casino Partner Program representatives will also be on-hand to demo the new Jumpstart Partner Marketing kit, making it easy for casinos to sign on and get started. The Marketing Kit includes tools operators need to successfully connect with guests to help reach, retain and drive new revenue opportunities.

For a full look at IGT's G2E 2013 activity visit:

<http://www.multivu.com/players/English/62370-igt-at-global-gaming-expo/>

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For a comprehensive look into IGT's new brand visit: [www.igt.com/igtblue](http://www.igt.com/igtblue)

To learn more about IGT's DoubleDown Casino Winner's Circle visit booth 2241.

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