

Pacific Hold'Em Poker Show Refresh

Phased Rollout from end of January to March 2019



Details:

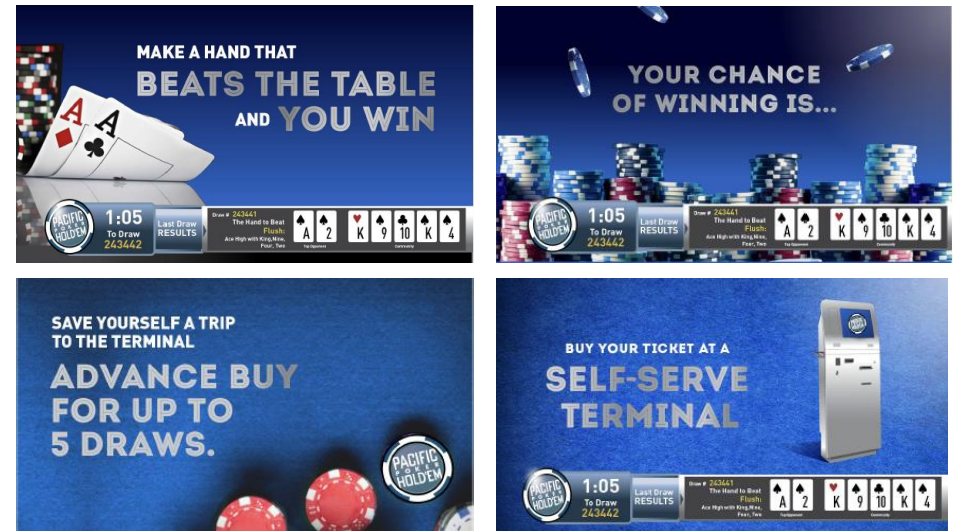
- The Pacific Hold'Em Poker (PHEP) monitor show in the Hospitality Network will have a new look and feel starting January 2019.
- The transition of the new PHEP show will occur in a phased approach across the province starting in January through March 2019.
- The **game is not changing** but rather just the educational content surrounding the game will be updated.
- The new content has been developed to complement the existing game aesthetic.

Marketing Support: (Jan 7 to Feb 18, 2019 Only)

- PDU Screen
- Online support (bclc.com)

New Visuals:

The new content will educate viewers on how to 'get in the game' with a new look featuring more sophisticated animations, glossy photography and refreshed copy.



What to tell players:

- Pacific Hold'Em Poker is still played the same way.
- Until rollout is complete at the end of March 2019, some locations will have the 'old' show and some will have the 'new' show but the draw results are the same for both.