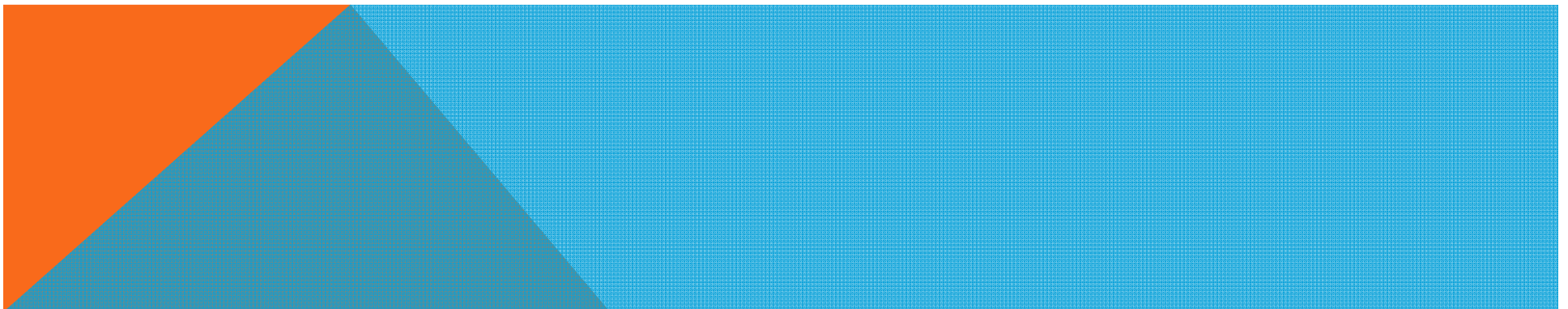


The background features a large, abstract geometric composition. On the left, there is a solid orange triangle pointing towards the center. To its right, a large blue area with a fine grid pattern extends across the top and right sides of the frame. At the bottom left, a grey triangle points towards the center, overlapping the orange triangle. The overall design is clean and modern, using bold colors and geometric forms.

***How The Gaming Industry Can Be
A Good Partner In Assisting The
Problem Gambler***

AGENDA

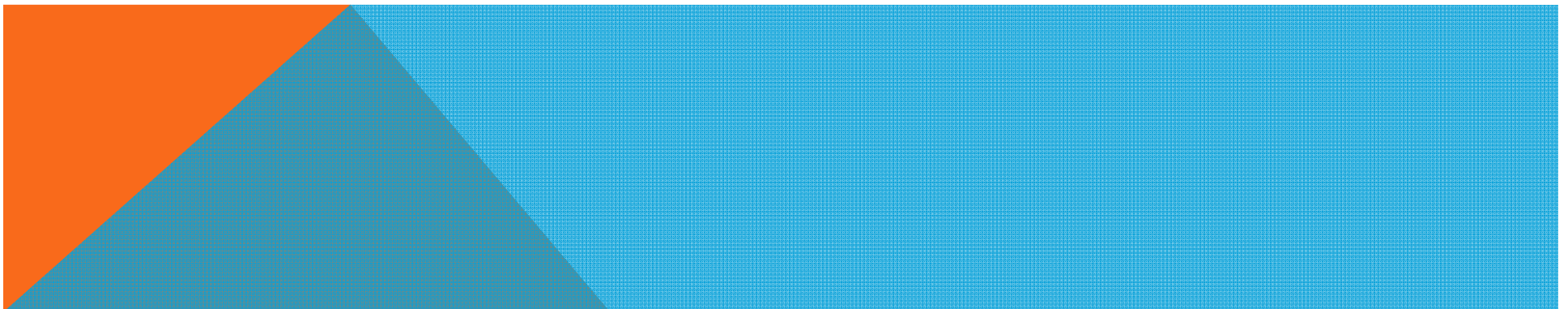
- American Gaming Association (“AGA”)
- AGA Code of Conduct
- State supported programs
- Support from the gaming companies
- National Council on Problem Gambling



AMERICAN GAMING ASSOCIATION

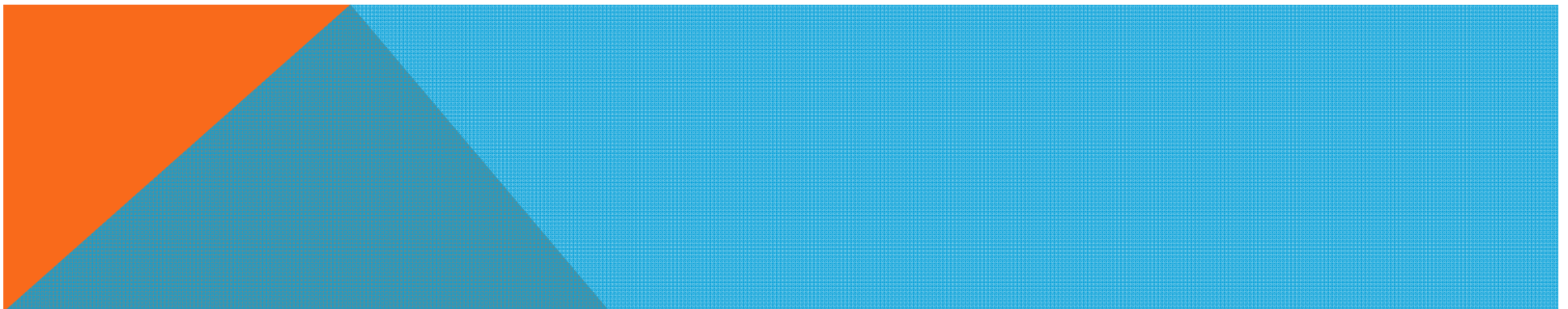
AGA Membership includes a variety of companies/organizations:

- 23 Casino and Equipment Manufacturers
- 5 Financial Services
- 11 Professional Services
- 7 Suppliers and Vendors
- 11 Associations, Publications and Unions



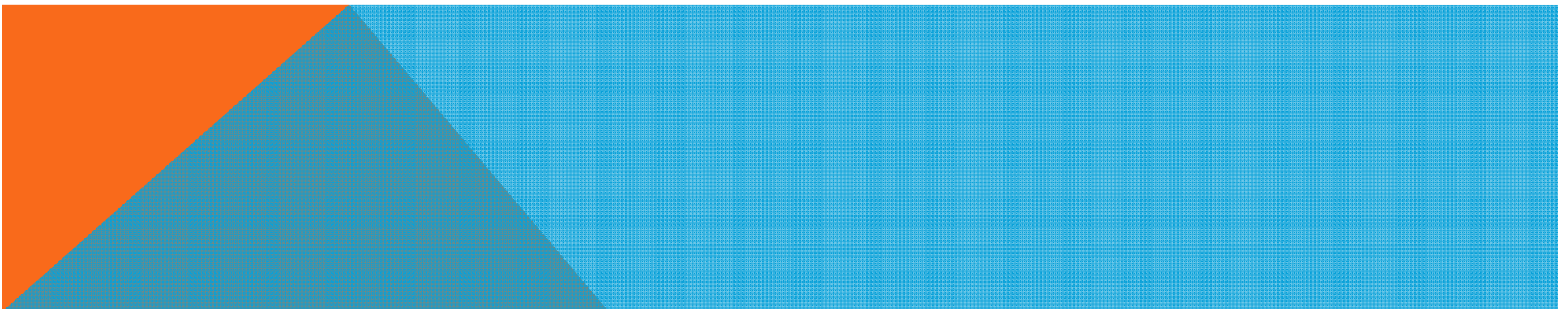
AMERICAN GAMING ASSOCIATION

- The American Gaming Association (AGA) and its members pledge to make responsible gaming an integral part of our daily operations.
- This pledge encompasses all aspects of our business, from employee assistance and training to alcohol service, advertising and marketing.



AMERICAN GAMING ASSOCIATION

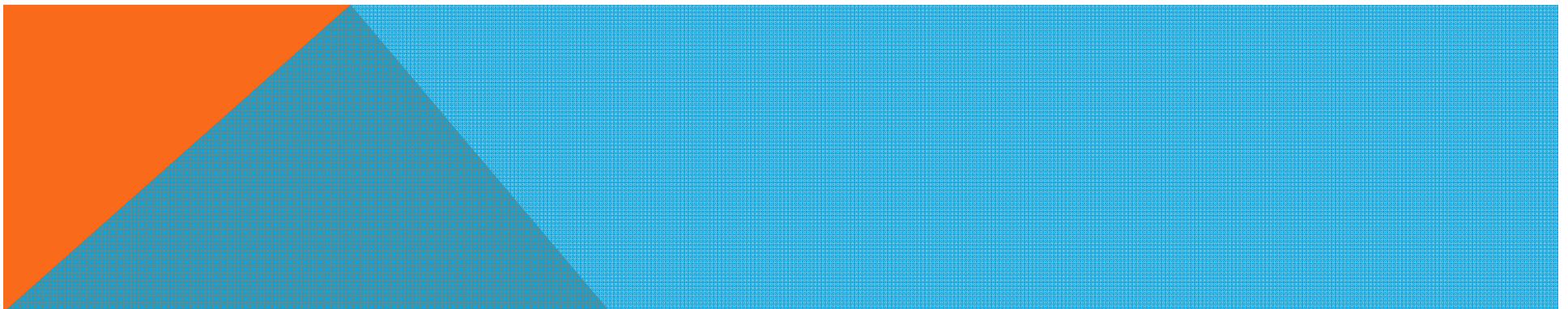
- On September 15, 2003 the American Gaming Association's Board of Directors enacted the Code of Conduct for Responsible Gaming ("The Code").
- The AGA's Code covers the commitment of its members to continue support for research initiatives and public awareness surrounding responsible gaming and underage gambling.



AGA CODE OF CONDUCT

Our pledge through *The Code*

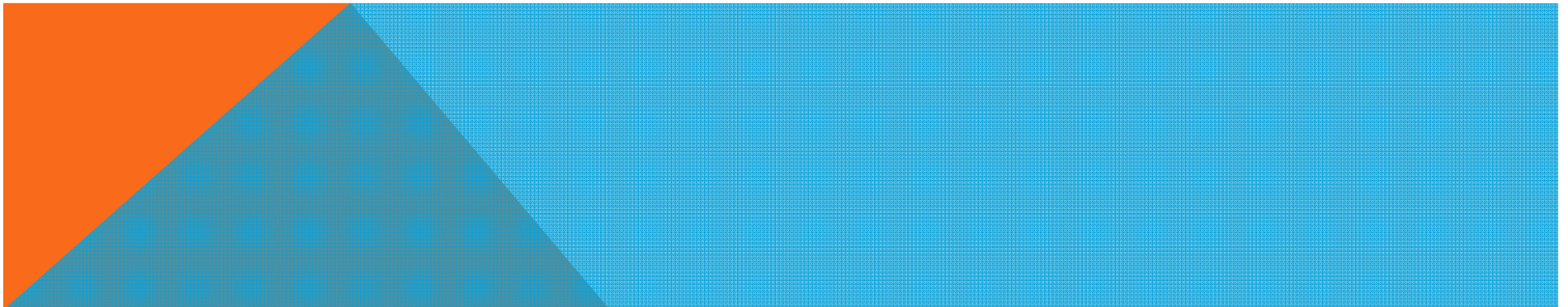
- To promote responsible gaming
- To prevent underage gambling and unattended minors in casinos
- To serve alcoholic beverages responsibly
- To advertise responsibly
- To continue funding research
- To provide oversight and review



AGA CODE OF CONDUCT

Our pledge through *The Code*:

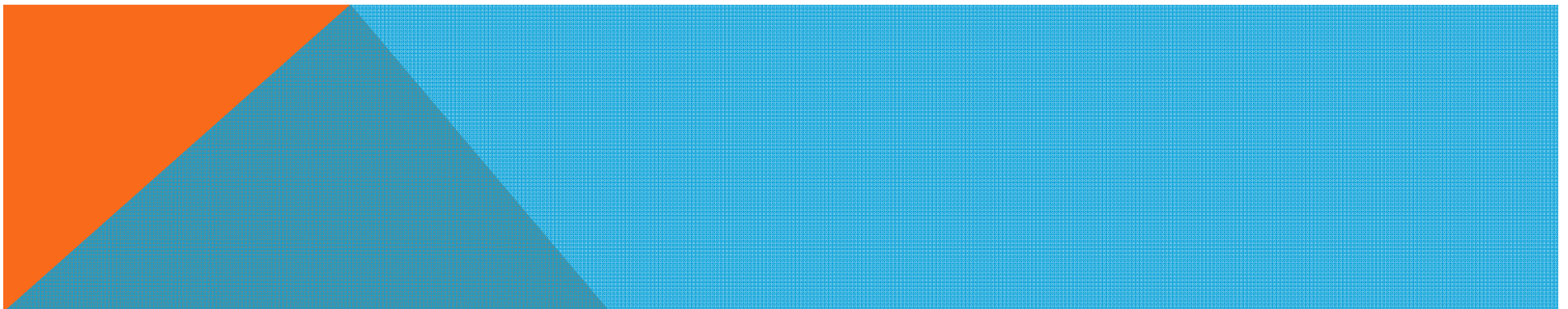
- We provide employee education and training of all casino employees.
- We provide formalized training and testing.
- Training occurs during New Hire Orientation and through yearly refreshers.



AGA CODE OF CONDUCT

Our pledge through *The Code*:

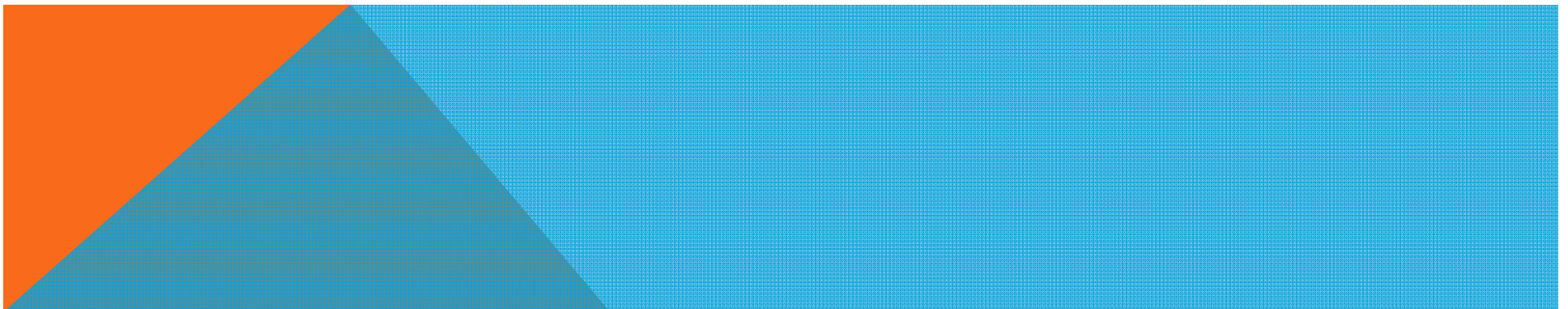
- We increase employee and patron awareness.
- We provide informational brochures.
- We provide responsible gaming signage.
- Communication is available in multiple languages.
- Communication is available in multiple locations throughout the casino.



AGA CODE OF CONDUCT

Our pledge through *The Code*:

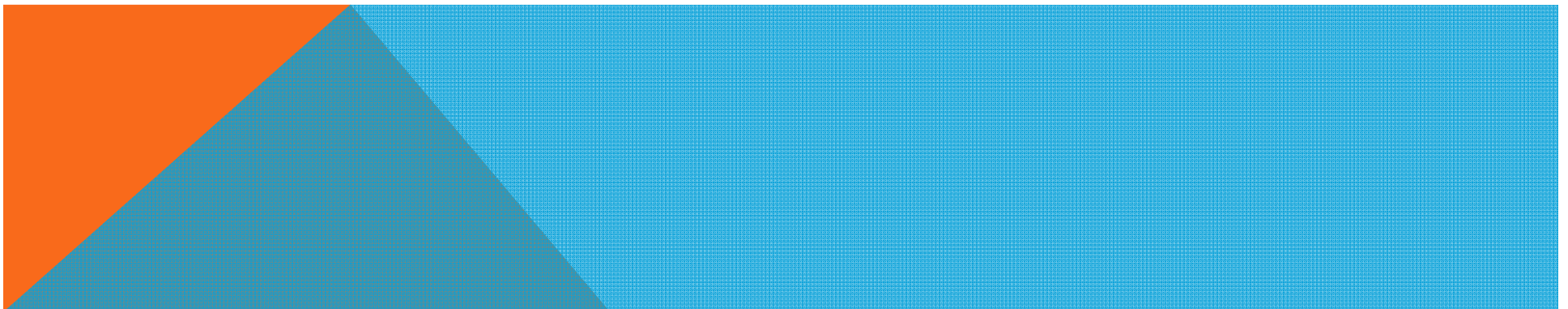
- We increase employee and patron awareness.
- We communicate the responsible gaming message.
- We communicate the odds of winning or losing.



AGA CODE OF CONDUCT

Our pledge through *The Code*:

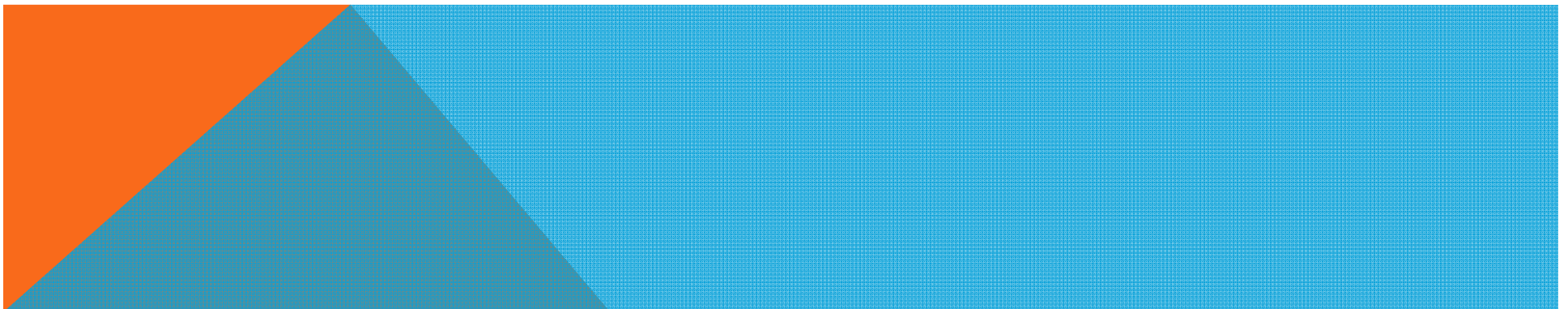
- We establish Employee Assistance Programs (EAP) available to all employees.
 - Benefits of EAP
- Program information is continuously communicated.



AGA CODE OF CONDUCT

Our pledge through *The Code*:

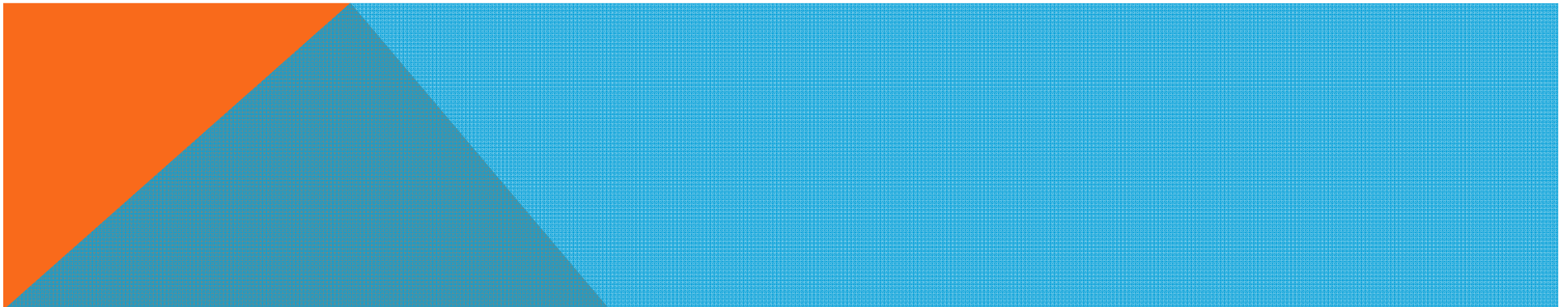
- We actively participate in AGA Responsible Gaming awareness activities.
- Responsible Gaming Education Week
 - 2012's RGEW is July 30 thru Aug 3



AGA CODE OF CONDUCT

Our pledge through *The Code*:

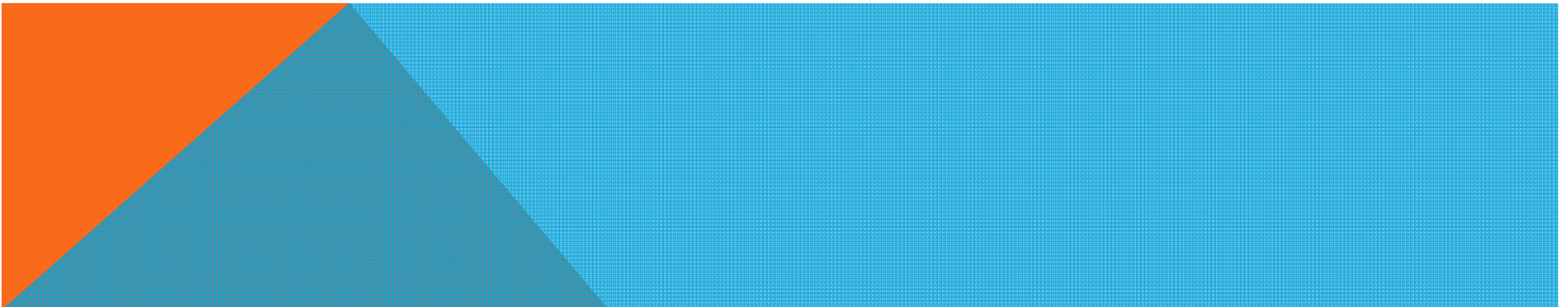
- We prevent underage gambling.
- Employees are trained during New Hire Orientation, and attend annual refreshers.



AGA CODE OF CONDUCT

Our pledge through *The Code*:

- We monitor marketing material and ensure advertisements are responsible.
- The responsible gaming message and help line numbers are included in advertising.
- Advertisements are not designed to appeal to minors.



STATE SUPPORTED PROGRAMS

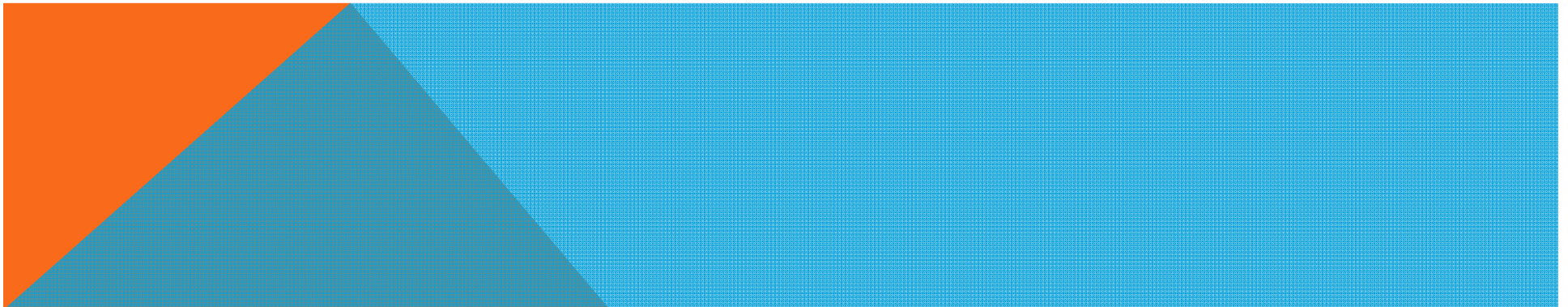
- Problem gambling hotline numbers
- Problem gambling websites
- Free problem gambling treatment services
- Self-Exclusion programs
 - Changes to Missouri's DAP program



STATE SUPPORTED PROGRAMS

We offer voluntary self exclusion programs.

- Patrons may enroll in voluntary self-exclusion programs so as to ban themselves from a casino facility.
- All reasonable efforts are made to prevent a self-excluded patron from accessing the gaming environment.
- Casino privileges are disabled.



STATE SUPPORT

State	Number Enrolled*	1 year minimum	2 year minimum	3 year minimum	5 year minimum	10 year minimum	Lifetime Ban
Missouri	14,980				Yes		Yes
Illinois	9,113				Yes		Yes
Iowa	5,735						Yes
Indiana	4,433				Yes		Yes
Michigan	4,000						Yes
Mississippi	1,398				Yes	Yes	Yes
Louisiana	1,113				Yes		Yes
Colorado	243			Yes	Yes	Yes	Yes
Kansas	143		Yes				Yes
New Jersey		Yes			Yes		Yes
Pennsylvania		Yes			Yes		Yes
Ohio		Yes			Yes		Yes
*numbers are approximate							



ADDITIONAL SUPPORT & AWARENESS

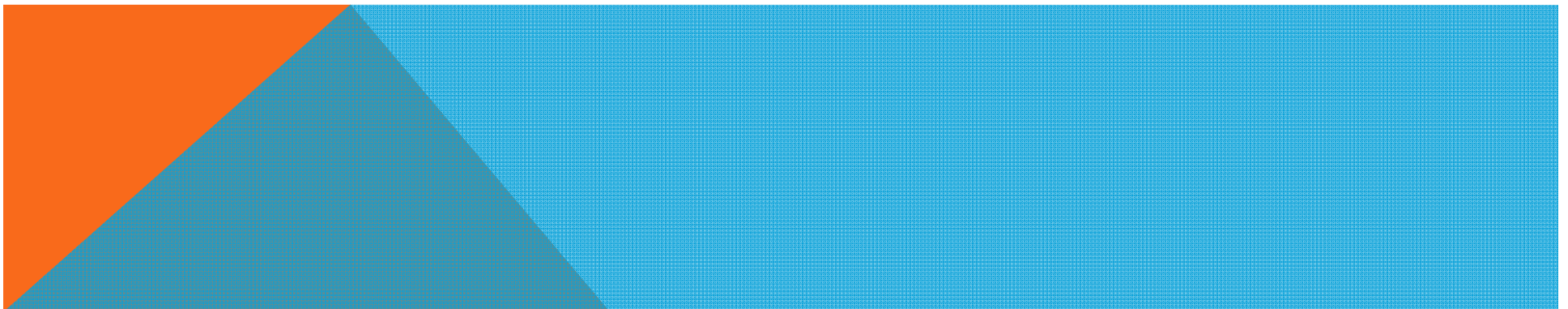
Gaming vendors also show their support:

- Certegy Check Cashing Services
- Global Cash
- U.S. Bank



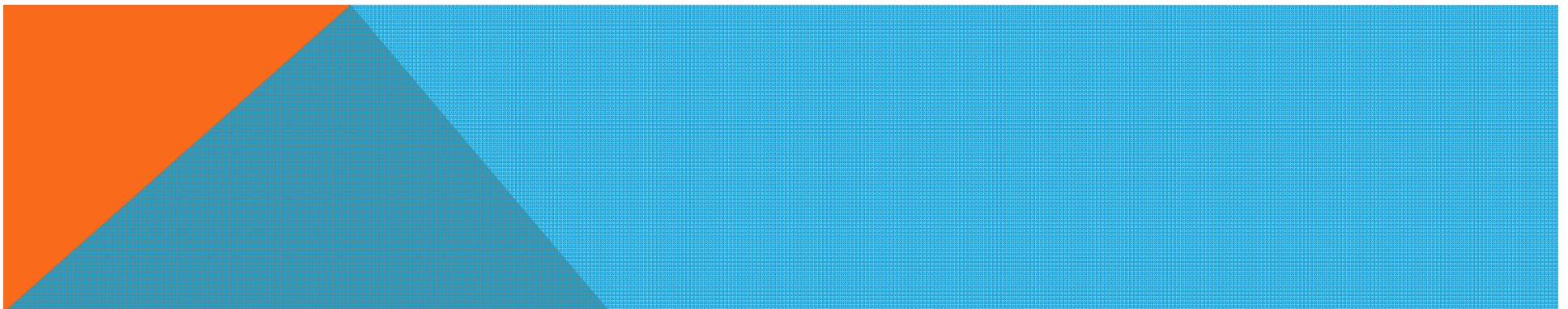
NATIONAL COUNCIL ON PROBLEM GAMBLING

- The National Council on Problem Gambling (NCPG)
- Sponsors the National Problem Gambling Awareness Week. (“NPGAW”)
- This year the 10th Annual NPGAW ran from March 4 thru 10.
- Casino companies around the country participated in this event.



IN SUMMARY

- Gaming is a form of adult entertainment.
- The gaming industry has implemented many best practices.
- The gaming industry is a supportive partner in preventing problem gambling.



THANK YOU

Norman P. Richardson
Vice President of Compliance
Ameristar Casinos, Inc.

Julie A. Allen
Director of Regulatory Compliance
Ameristar Casino Kansas City

