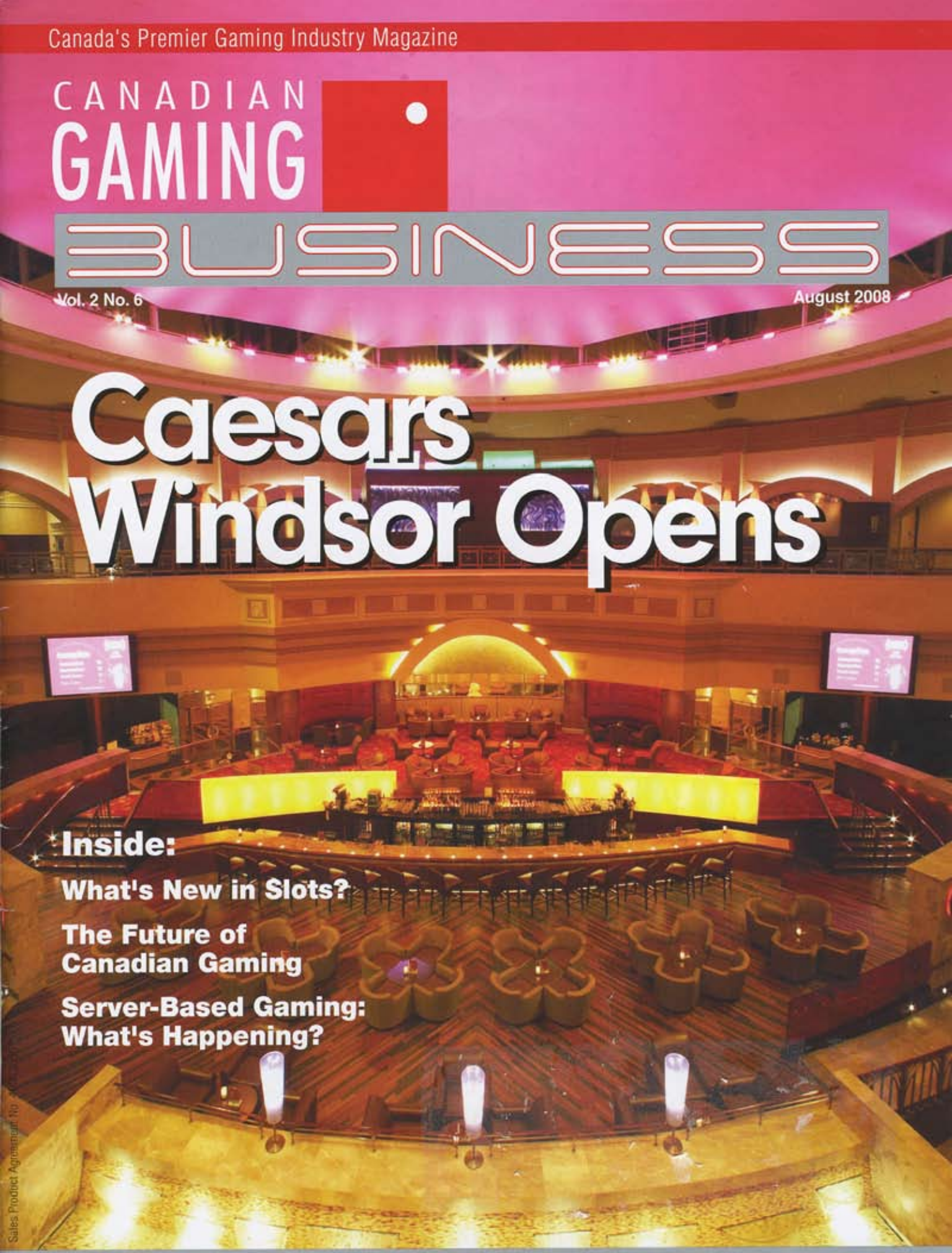
Canada's Premier Gaming Industry Magazine

# CANADIAN GAMING BUSINESS

Vol. 2 No. 6 August 2008

# Caesars Windsor Opens



## Inside:

**What's New in Slots?**

**The Future of Canadian Gaming**

**Server-Based Gaming: What's Happening?**

Sales Product Agreement No

CANADIAN GAMING SUMMIT *April 28 - April 30, 2009 - www.canadiangamingsummit.com*

# Casino Windsor TRANSFORMED



Caesars Windsor is the first of its kind outside of the U.S.

BY LISA KOPOCHINSKI



**BILLY JOEL, KENNY ROGERS, CLINT BLACK,** The Beach Boys. I don't think we're in Kansas anymore, Toto. With one look at this line up of superstars, you'd think you're at Caesars Palace in Las Vegas—rather than Caesars Windsor.

The startling transformation of the Casino Windsor to Caesars Windsor was completed in June. First established as an interim casino in 1994, this luxurious world-class resort is now the first Caesars of its kind outside the U.S. to celebrate the gala opening on June 19, legend Billy Joel was the entertainment at the new 5,000-seat Colosseum theatre. And, the Piano Man is just the beginning of great headliners slated to entertain throughout this summer and fall. The list also includes Patti Labelle, Ringo Starr, Michael Bolton, Reba McEntire, Howie Mandel and others.

"We are very excited about launching a new era for Windsor as a travel and entertainment hotspot," says Kevin Laforet, President and CEO of Windsor Casino Limited. "The name 'Caesars'

PROVEN PERFORMANCE.
INCREASED PROFITS.



MAKE THE RIGHT
CHOICE WITH MEI.

From MEI CASHFLOW®'s proven reputation as one of the world's highest performing note acceptors to leading-edge development of future performance products, our promise is to provide you with superior customer satisfaction and greater profits wherever MEI solutions are installed.

MEI CASHFLOW®
The first-class bill acceptor every casino needs to make more money, provide unrivaled security and increase player experience.

MEI CASHFLOW® STS
The best support and test system that lets you update your field base, monitor performance and run diagnostics at record speed.

To discover more about our array of products or arrange a demonstration, contact an MEI representative at 1-800-345-8215. MEI is the only choice for the newest technology and top-notch service you can count on.

mei
www.meigroup.com

©2008 MEI. All rights reserved. MEI is ISO 9001:2000 certified.

**"WE ARE PROUD TO HAVE INVESTED $439 MILLION IN THIS EXCITING EXPANDED FACILITY. WE LOOK FORWARD TO ATTRACTING NEW AND REPEAT VISITORS TO CAESARS."**

**- KELLY MCDOUGALD, CEO OF THE OLGC.**

instantly conveys an image of excellence, high-quality amenities and superb service. I can assure you Caesars Windsor will live up to that reputation."

Laforet was named president and CEO of Windsor Casino Limited (WCL) in June 2003 and is the first Canadian to hold this position within the company. WCL, which is equally owned by Harrah's Entertainment Inc. and Hilton Hotels, operates Caesars Windsor on behalf of the Ontario Lottery & Gaming Corporation.

Remarks Kelly McDougald, CEO of the OLGC, "We are proud to have invested $439 million in this exciting expanded facility. We look forward to attracting new and repeat visitors to Caesars."

Located at 377 Riverside Drive East in Windsor, and situated on nearly 10 acres on an international waterfront, only 25 minutes from Detroit Metro airport, the expanded property includes a new luxury hotel tower—the 369-room, 27-storey Augustus Tower, the tallest building on Windsor's skyline.

The new hotel complements the existing 389-room four-diamond hotel. "All 758 rooms meet the luxurious Caesars brand standards with golden hues, combined with charcoal accents and soft walnut wood tones," says Holly Ward, Director of Communications and Community Affairs. "Hotel guests are treated to valet service, 24-hour room service and concierge attention, an indoor pool, health gym and wireless high-speed Internet service."

The renovation—which took three years—also includes 100,000-square feet of convention space, making it the largest casino resort in the Windsor-Detroit market, and the largest casino resort in Canada.

"The 26,000-square-foot Augustus ballroom features subtle silver and gold tones against a neutral backdrop, creating a level of sophistication desired for a high-end function area," explains Ward. "The new ballroom is the largest of its size in the area and can be separated into four sections with soundproof dividers."

As well, the 5,000 seats inside the Colosseum retract, transforming the venue into an exhibition hall with 39,500 square feet of column-free space. Seven conference rooms are available for smaller meetings along with multimedia equipment and a full-service business centre.

And when business concludes for the day, guests can check out five new restaurants, two bars and an impressive six-story rotunda.

Considered the hub and drawing inspiration from Italian piazzas, the rotunda acts as a town square with a six-story domed ceiling, soaring skylights, sparkling water features, Romanesque sculptures, marble columns and gorgeous murals. "Located on the main level, there is the Cosmos Lounge where guests can relax and socialize, while the VU bar on the second floor offers views of the Detroit skyline and an outdoor balcony," offers Ward.

With no shortage of great eating establishments, there's Neros, a traditional gourmet steakhouse that is a signature Caesars Palace restaurant in Las Vegas. Diners can feast on the finest cuts of beef, a wide variety of fresh seafood and sample from 200 world-renowned wines.

Inside the Artist Café, this European bistro combines contemporary style with world-class tradition. The extensive menu offers 24-hour dining with a patio located in the Rotunda offering open-air ambiance.

Appealing to everyone, the 650-seat Market Buffet invites guests to view dozens of chefs display their talents at seven serving stations. Watch the fun as these stations double as kitchens, with 95 percent of the dishes made fresh on the spot.

Sports fans can place a bet on their favourite team and grab a bite at Legends. With 36 video screens visible from anywhere in this multi-level venue and, unlike anything else in the Detroit/Windsor region, this sports bar offers game picks multi-sport wagering. Bets can be placed on American professional football, North American professional hockey, professional baseball, American college football and college basketball.

For gaming action, 2,600 slot machines, 90 table games and sports wagering can be found on 100,000 square feet stretched across two levels. "The majority of our visitors are American," says Ward, "but a specific breakdown is proprietary for competitive reasons. Our competition is in Detroit with the MGM Grand, Motorcity Casino and Greektown Casino." Caesars Windsor employs 4,000 people and is "the second largest employer in the city after Chrysler," she adds.

WCL operates the casino on behalf of the Government of Ontario. The Government of Ontario retains 20 percent of the gross gaming revenues of the casino and WCL is paid an operating fee that is tied to revenue and operating results. The profits from the casino accrue to the Province of Ontario to support programs such as health care and education. With more than 4 million visitors last year, revenue for the Casino Windsor in 2007 was $370 million.

Says Laforet, "We are ready to compete and we look forward to showing the world the best Windsor has to offer."

*Lisa Kopochinski is a freelance writer who is based in Sacramento, CA. She can be reached at lisakop@sbcglobal.net.*

Leave chance to the random number generator.

Phoenix Group is a leading ad agency in the Canadian Casino industry. We work with casinos from coast to coast, including BC Casinos (British Columbia Lottery Corporation), Great Canadian Gaming, Casinos Regina & Moose Jaw, St. Eugene Golf Resort & Casino, and Elbow River Casino. From branding to marketing to advocacy, this is our game and we'd love to play with you. Contact Pam Klein, Director of Strategic Services at (306) 751-4661 or pklein@thephoenixgroup.ca

Phoenix Group
Good Thinking

Advertising • Branding • Strategy
Saskatchewan • Alberta • B.C.

www.thephoenixgroup.ca