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NEWS UPDATE MAKING CENTS

"Today's Customer Wants More Bang for the Buck"

See excerpts from recent issues of Slot Manager Magazine...

"I'm always looking for slot games that are visually interesting, but also offer exciting play. Today's customer wants more bang for [the] buck. To get [them] back on a regular basis, we try to introduce new games at least once every three months."

— Chad Dugger, Director of Slot Operations, Isle View Casino Resort



Another trend has casinos converting more of their floor to penny slots.

"It's the economy. People have less discretionary cash, so they gravitate to the lower denomination machines," Dugger said.

"As a result, penny machines now account for 75 percent of our slots." [Slot Manager, May/June 2010](#)

"It's the economy. People have less discretionary cash, so they gravitate to the lower denomination machines. As a result, penny machines now account for 75 percent of our slots. But such games offer extensive betting options, so players (some of whom wouldn't touch a quarter slot) end up betting more than that per pull on a penny machine."

— Chad Dugger, Director of Slot Operations, Isle View Casino Resort, explaining the rise of penny slots.

Mohegan Sun at Pocono Downs opens new penny area

Judging from the player response to Mohegan Sun at Pocono Downs' new penny slots area, a penny is worth a lot more than your thoughts.

A crowd of hundreds was on hand in June when the casino opened its new Penny Grove, a smoke-free slot room featuring nearly 300 machines all with a one-cent denomination. [Slot Manager, July/August 2010](#)



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WHICH WOULD YOU RATHER PLAY ON A \$20 WAGER?

