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### 'Spoken Like A Champ'

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For Immediate Release

**LIL' CHAMP**

**V**ideo King is among the world's largest providers

of electronic gaming systems and bingo hall equipment. Reaching a global market, Video King's entertainment systems can be found aboard luxury cruise liners, throughout Indian Country and in thousands of charitable, commercial and military establishments around the world.

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## Handsets Graphically Enhanced

**New Images Pop Off Players' Screens!**



**W**hat do Santa, Rudolph, the U.S. flag, a Maple leaf, rascally dog, horseshoe, Lady Liberty, Sizzling Sevens, hot dogs, football and hockey all have in common?

Need a hint? Buddy up to one of Video King's **Lil' Champ™** and **Super Champ™** electronic handsets and take a "daub" at it.

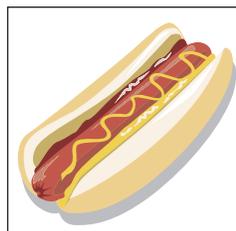
You're closer than you think ... Both Video King's ever-popular gaming devices have been retooled with an entire new set of graphically enhanced dauber shapes.

**Why ... Because you, the players, have asked for it!**

"We wanted to keep electronic bingo fun and new from a player's perspective," said Brian Hagelgans, an area sales rep for Video King, who has traveled the bingo circuit far and wide.

"People have asked for it, and Video King has listened," he said. "It's a great development. **The graphic enhancements will help juice up the bingo experience by adding exciting new dauber shapes and colors.**"

In fact, Video King's Canadian Research and Development team have taken great pride in producing these high-quality, vivid images – with an oft-requested white square and rabbit's foot rounding out the new set.



Please Note: Certain electronic games and/or bingo devices may or may not be approved in all jurisdictions. Please contact your sales rep to see which products are allowed within your marketplace.

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"When displayed, the new graphics instantly add entertainment value to our players," said Will Stewart, regional sales manager for Video King who's already had a chance to play the dauber-enhanced handsets.



**"Some people have said the new graphics jump off the screen, and it makes them feel like their playing a brand new unit," he said.**

First introduced at the Global Gaming Expo – world's largest gaming conference held yearly in Vegas – the new dauber shapes more than "wowed" the crowd.



"People were blown away," said Ed Dwornicki, sales manager for Video King, whose sales team demoed Video King's newest products and features for our customers at the Expo.

**"There's such a change from the old to new selections," he said, pleased to be able to offer more variety to our players. "We have the old standards and new, graphically rich and colorful shapes for all occasions," he said.**

But seeing is believing. All you need do is travel to the Video King equipped bingo hall nearest you.

**And, who knows, this could be the beginning ...**

Let us know which dauber shapes you'd like to see included in our handsets by e-mailing Carla Chance, our marketing/communications director, at [cchance@vkge.com](mailto:cchance@vkge.com).



For more exciting developments, visit our Web site, loaded with our latest products and features. And, be sure to enter our online contests. You just might win something! Simply log on to: [www.videokingnetwork.com](http://www.videokingnetwork.com). Thanks, And Best o' Luck To You!

