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Field trial of in-room gaming at Borgata approved

13 February 2013

ATLANTIC CITY, New Jersey -- The New Jersey Division of Gaming Enforcement has approved a field trial of in-room slots and video poker to be conducted on Allin Interactive's ITV platform at The Borgata Hotel Casino and Spa in Atlantic City, starting in February. Allin has been providing interactive services at The Borgata since November of 2011 via its industry-leading DigiHD™ platform. These services include pay-per-view movies, room messaging, account review, hotel information, upcoming events schedule and secure guest access to "My Borgata Rewards" account information and offers.

The new gaming program will enable adult hotel guests who are My Borgata Rewards members to purchase gaming credits, play Allin's 9-line multi-denominational slot game, and play four standard variations of video poker. Specific controls were added to prevent minors and excluded players from accessing the in-room gaming system.

The field trial is a cooperative effort between the New Jersey Division of Gaming Enforcement, Borgata and Allin. The parties have worked together to enable flexible and responsible gaming options for the Borgata's guests while adhering to the mobile gaming legislation recently passed by the New Jersey state legislature and signed by Governor Chris Christie in August, 2012. "We are very pleased with the results of this coordinated effort with Director Rebeck and his leadership team at the New Jersey Division of Gaming Enforcement to provide us with an opportunity to test the viability of in-room gaming through our ITV system," stated Tom Ballance, President and Chief Operating Officer at Borgata. "The DGE's lab personnel have been extremely responsive in creating an opportunity for New Jersey casinos to offer a competitive advantage over other gaming jurisdictions in a responsible and controlled manner."

Allin's gaming system will be the first of its kind in a land-based casino under a program called New Jersey First. The Borgata is able to introduce this system quickly because of improvements in the Division's slot testing laboratory, officials said. "New Jersey is the first

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state to get this kind of technology approved and installed," said Eric Weiss, who oversees the slot lab as the director of the division's Technical Services Bureau. "This is yet another example of our agency responding to new technology and allowing manufacturers to engage in the New Jersey market before any other jurisdiction in the country."

"Borgata's vision to securely and responsibly expand gaming options to its hotel rooms is certainly a welcome development for Allin," stated Brian Blair, President of Allin Interactive. "As we have been offering and improving in-room ITV gaming in the cruise industry in international waters for several years, we are excited to partner with Borgata to be the first land-based property to offer our DigiCasino™ solution on the in-room television."

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