

Alcohol and Gaming
Commission of Ontario
Chief Executive Officer
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Commission des alcools
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Directeur général
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Toronto ON M2N 0A4
Tél. (416) 326-8993
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December 11, 2009

Bingo Hall Operators and
Hall Charities Associations

Re: **Bingo Revenue Model
Update to Directive – Transfer of Bingo Funds from the Hall
Marketing Fund to the Bingo Development Fund**

As many of you are aware, a number of discussions have recently taken place regarding the bingo revenue model and use of funds for local and provincial marketing efforts. As a result of these discussions I am announcing changes to the directive which will make future contributions to the industry's Bingo Development Fund (BDF) voluntary. An updated Directive, effective December 1, 2009 is attached for your reference.

The Government and the AGCO remain committed to the principles and objectives of the new bingo revenue model and to the continued need for the industry to focus on advertising and promotion in order to support its growth. The requirement to set aside 10% of bingo win for marketing is being maintained as well as all other aspects of the bingo revenue model. It will now be up to each hall/hall charities association to decide whether or not to direct a portion of those funds to the industry's BDF.

The AGCO remains committed to the modernization initiative and to ensuring that the revenue model achieves its objectives of improving the sustainability of bingo.

If you have any questions, please contact Kathy Klas, Director, Sector Liaison Branch, Alcohol and Gaming Commission at kathy.klas@agco.ca, 416-326-0381 or toll-free at 1-800-522-2876.

Yours truly,

A handwritten signature in black ink, appearing to read "Jean Major".

Jean Major
Chief Executive Officer
and Registrar

Att.

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DIRECTIVE

TRANSFER OF FUNDS FROM THE HALL MARKETING FUND TO THE BINGO DEVELOPMENT FUND

Date: December 1, 2009

To: Hall Charities' Associations and Bingo Hall Owner/Operators in Class A, Class B and Pooling Class C Bingo Halls operating under the bingo revenue model implemented on May 1, 2007

The Registrar directs that:

The Registrar's Directive dated November 16, 2007 in respect of the Transfer of Funds from the hall Marketing Fund to the Bingo Development Fund is hereby amended as follows:

- 20% of the funds allocated to the Hall Marketing Fund from bingo events conducted in the bingo hall each month beginning with December, 2009 may be transferred to the Bingo Development Fund, via cheque payable to the Bingo Development Fund.

A handwritten signature in black ink, appearing to read 'Jean Major', written over a horizontal line.

Jean Major
Registrar of Alcohol and Gaming