

**POINT PLACE**

— CASINO —



**LOCATED WHERE CHITTENANGO CREEK MEETS SCENIC ONEIDA LAKE, BRIDGEPORT, NY EMBODIES THE CULTURE OF THE LAKE AND CAMP HOUSES PEOPLE HAVE VISITED FOR GENERATIONS. THE TRADITION CONTINUES WITH POINT PLACE CASINO.**

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We're Central New York's local destination for fun. Near the lake yet minutes from the city, Point Place Casino is the ideal playground for slots and tables, sport betting, incredible entertainment and inspired food and drink. Warm, casual, rustic décor meets all the excitement of a casino – the perfect place to play.

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# BRAND VOICE

“Brand voice” is how we talk about ourselves, and how we hope guests will come to talk about us. Just like imagery, colors and interior design, it’s a reflection of our personality. On the pages ahead you’ll find several elements and examples of our brand voice. Use them to guide development of advertising, promotions, internal communications and recruitment for Point Place Casino.

**SOMETIMES YOU WALK INTO A PLACE  
AND IT JUST FEELS RIGHT. RELAXED  
YET EXCITING. COMFORTABLE YET  
ENERGIZING. IT FEELS LIKE YOU.  
THAT'S WHAT POINT PLACE CASINO  
IS ALL ABOUT.**

**Your favorite vacation every time you step through the door.**

With all the thrills, promotions and winning possibilities of a full-service casino, Point Place Casino is also as cozy and friendly as your neighborhood pub. Local employees. Familiar restaurants. Regional entertainment. Weekly specials. For these reasons and so many more, Point Place Casino is Your Place.

## WE ARE

### LOCAL

Point Place Casino is perfect for locals and seasonal vacationers. Guests stop by after work or meet up with neighbors and friends on a Saturday night. Small enough for a quick visit. Big enough for thrilling jackpots.

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### FRIENDLY

While every casino is staffed by friendly people, there's something extra warm and welcoming about this place.

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### CASUAL

Laid-back summer style is always in season at Point Place Casino.

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### EXCITING

Casual doesn't mean sleepy. With hundreds of slots, high-energy table games plus live sports betting, you feel excitement in the air at Point Place Casino.

## WE ARE NOT

### SLICK

With barn-wood walls and plaid carpets, the experience at Point Place is filled with warm textures and homey touches. You'll find Vegas-style gaming without all the glitter.

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### SUPERCILIOUS

We're not fancy, snooty, uppity or anything other than welcoming to all our guests.

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### TYPICAL

Just because you've been to a casino before, doesn't mean you seen anything like this place. 'It feels different,' is what we hear most.

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### ONCE IN A LIFETIME

A trip to Point Place Casino may feel like a mini-vacation, but it's more of everyday place where you always feel at home.

BRAND VOICE  
BRAND PROMISE

## Point Place Casino

Is where

**Central New Yorkers and people who vacation at Oneida Lake**

Choose to go for

**Vegas-style table games, slots and sports betting plus local entertainment and casual dining**

Because

**It's accessible -- a manageable size, clean, fun, high energy and appeals to those who appreciate the camp/cottage lifestyle**

So,

**Guests always feel like Point Place is their place.**



BRAND VOICE  
POSITIONING COPY

How are we delivering on the promise of “so much more”? With compelling offerings in the areas people want most. Here are examples of brief (approx. 50 words), guest-facing messages tailored for each major category that maintain a consistent tone, voice and promise.

**50 WORDS +/-**

With all the thrills, promotions and winning possibilities of a full-service casino, Point Place is also as friendly as your neighborhood pub.

Local employees. Familiar restaurants. Regional entertainment.  
Weekly specials.

Point Place Casino is your place for fun.

**75 WORDS +/-**

Sometimes you walk into a place and it just feels right. Relaxed yet exciting. Comfortable yet energizing. It feels like you. That's what Point Place Casino is all about.

With all the thrills, promotions and winning possibilities of a full-service casino, Point Place Casino is also as friendly as your neighborhood pub.

Local employees. Familiar restaurants. Regional entertainment.  
Weekly specials.

Make Point Place Casino your place for fun.

**100 WORDS +/-**

Sometimes you walk into a place and it just feels right. Relaxed yet exciting. Comfortable yet energizing. It feels like you. That's what Point Place Casino is all about.

Your favorite vacation every time you step through the door.

With all the thrills, promotions and winning possibilities of a full-service casino, Point Place Casino is also as friendly as your neighborhood pub.

Local employees. Familiar restaurants. Regional entertainment.  
Weekly specials.

For these reasons and so many more, make Point Place Casino your place for fun.



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# VISUAL IDENTIFY SYSTEM

Visual language is more important than ever. In a world of Facebook, Instagram, YouTube and selfies, our visual vocabulary communicates our brand in seconds. Consistent use of photography, icons, video and interior design are all part of the conversation.



PRIMARY LOGO



LOGOTYPE



SMALL USAGE



ASYMMETRIC LOGO USAGE

HEADLINES

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

ICONE STD 65 BOLD

CALLOUTS &  
ACCENTUATED TEXT

*A B C D E F G H I J K L M*  
*n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0*

CAXTON LIGHT ITALIC

CAPTIONING  
& DETAILS

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

CAXTON BOLD

BODY COPY

ABCDEF GHIJKLMnopqrstuvwxyz  
*ABCDEF GHIJKLMnopqrstuvwxyz*

CAXTON BOOK & BOOK ITALIC



In addition to the words themselves, the selection of fonts and how they're used goes a long way toward projecting the attributes of our brand – local, friendly, casual, exciting. We're going for a “summer at the camp” vibe, and our type treatments support that.

VISUAL SYSTEMS  
COLOR



**PMS  
METALLIC  
876**  
C:36 R:184  
M:60 G:121  
Y:75 B:84  
K:0



**PMS  
2310**  
C:5 R:227  
M:11 G:211  
Y:18 B:195  
K:5



**PMS  
159**  
C:15 R:221  
M:64 G:112  
Y:84 B:64  
K:3



**PMS  
138**  
C:11 R:215  
M:55 G:130  
Y:90 B:42  
K:3



**PMS  
110C/  
7405U**  
C:15 R:219  
M:32 G:172  
Y:90 B:55  
K:0



**PMS  
302**  
C:100 R:5  
M:75 G:61  
Y:42 B:100  
K:30

VISUAL SYSTEMS  
PATTERNS



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# IMAGERY

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Photography that supports Point Place Casino should always be accessible, friendly, down-to-earth and inviting. Like a comfortable chair you just want to sit in. We use natural lighting whenever possible, minimal retouching and no special effects. Colors are warm. Faces are smiling but not artificially posed. Spaces are clean. Team members look sharp. Colors are bright but not over-saturated. And food always looks fresh and delicious.

IMAGERY  
AMENITIES PHOTOGRAPHY



IMAGERY  
GAMING PHOTOGRAPHY



# ACTIVATIONS

ACTIVATIONS

EMAIL



**POINT PLACE CASINO**

IT'S TIME TO GET IN THE GAME! YOUR DECEMBER POINT PLACE CASINO OFFERS ARE HERE. EVERYTHING IS LOADED ON YOUR TS REWARDS CARD. GET READY TO PLAY.

**CRACK THE VAULT INTO 2020**

**EARN ENTRIES DECEMBER 1 - JANUARY 1**  
Drawings take place 11:59pm on Tuesday, December 31 for a chance to win part of \$2,020 and 12:15am on Wednesday, January 1 for a chance to win part of \$10,000.

**\$70,000 STOCKING STUFFER**

**WE'RE STUFFING STOCKINGS WITH FREE PLAY!**  
On December 24 & 25, earn 100 slot points between 8:00am and 6:00pm, for a chance to win part of \$35,000 in Free Play each day.

**Rockin' Christmas Cash Hot Seat**

**YOU COULD WIN \$250 EVERY HALF-HOUR**  
On December 21, actively play slot machines or table games between 5:30pm - 9:00pm for a chance to sit in the Rockin' Christmas Cash Hot Seat.

**POINT PLACE CASINO**

Casino | Promotions | Dining & Bars | Entertainment | Loyalty | Careers

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LEGAL COUNSEL: 1275 MELISSA ROAD, SUITE 200, LAS VEGAS, NV 89119-1771 FOR MORE  
REGULATORY INFORMATION VISIT: THE RESPONSIBLE GAMING LINK.





CHANCE TO WIN  
**\$250,000**  
SUNDAY, APRIL 15

  
POINT PLACE  
— CASINO —



  
POINT PLACE  
— CASINO —  
**NOW  
HIRING**  
APPLY [POINTPLACECASINO.COM](http://POINTPLACECASINO.COM)



  
POINT PLACE  
— CASINO —  
**NOW  
HIRING**  
APPLY [POINTPLACECASINO.COM](http://POINTPLACECASINO.COM)



YOUR NEW PLACE TO  
**EAT,  
DRINK  
& PLAY**

ALL THE  
NEWEST  
SLOTS

FIVE FOOD & DRINK  
DESTINATIONS

AND TONS OF  
TABLE  
GAMES

**NOW OPEN**

450 ROUTE 31  
BRIDGEPORT • CICERO

**POINT PLACE**  
— CASINO —

— POINTPLACECASINO.COM —



YOUR NEW PLACE TO  
**EAT,  
DRINK  
& PLAY**

ALL THE  
NEWEST  
SLOTS

FIVE FOOD & DRINK  
DESTINATIONS

AND TONS OF  
TABLE  
GAMES

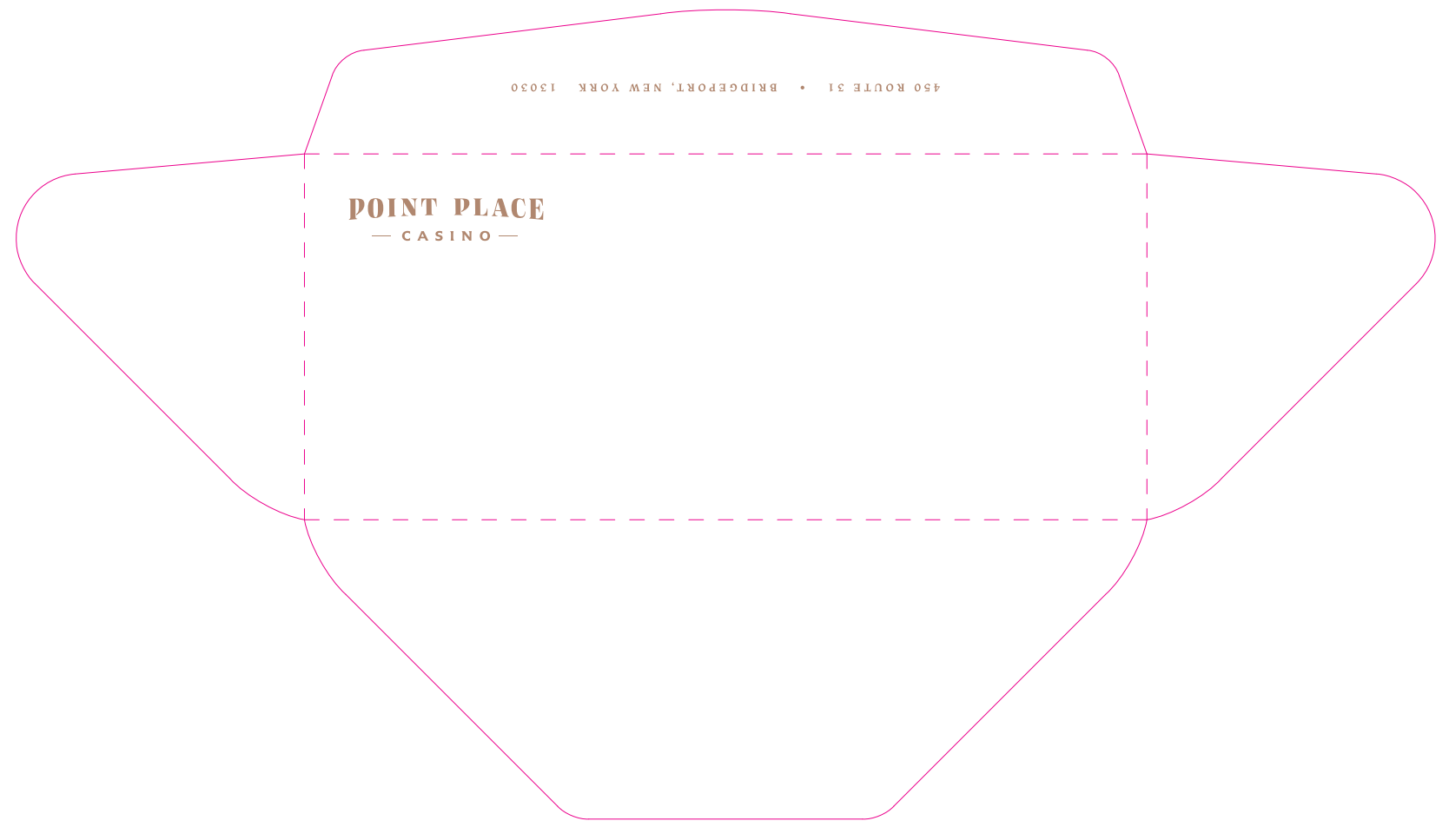
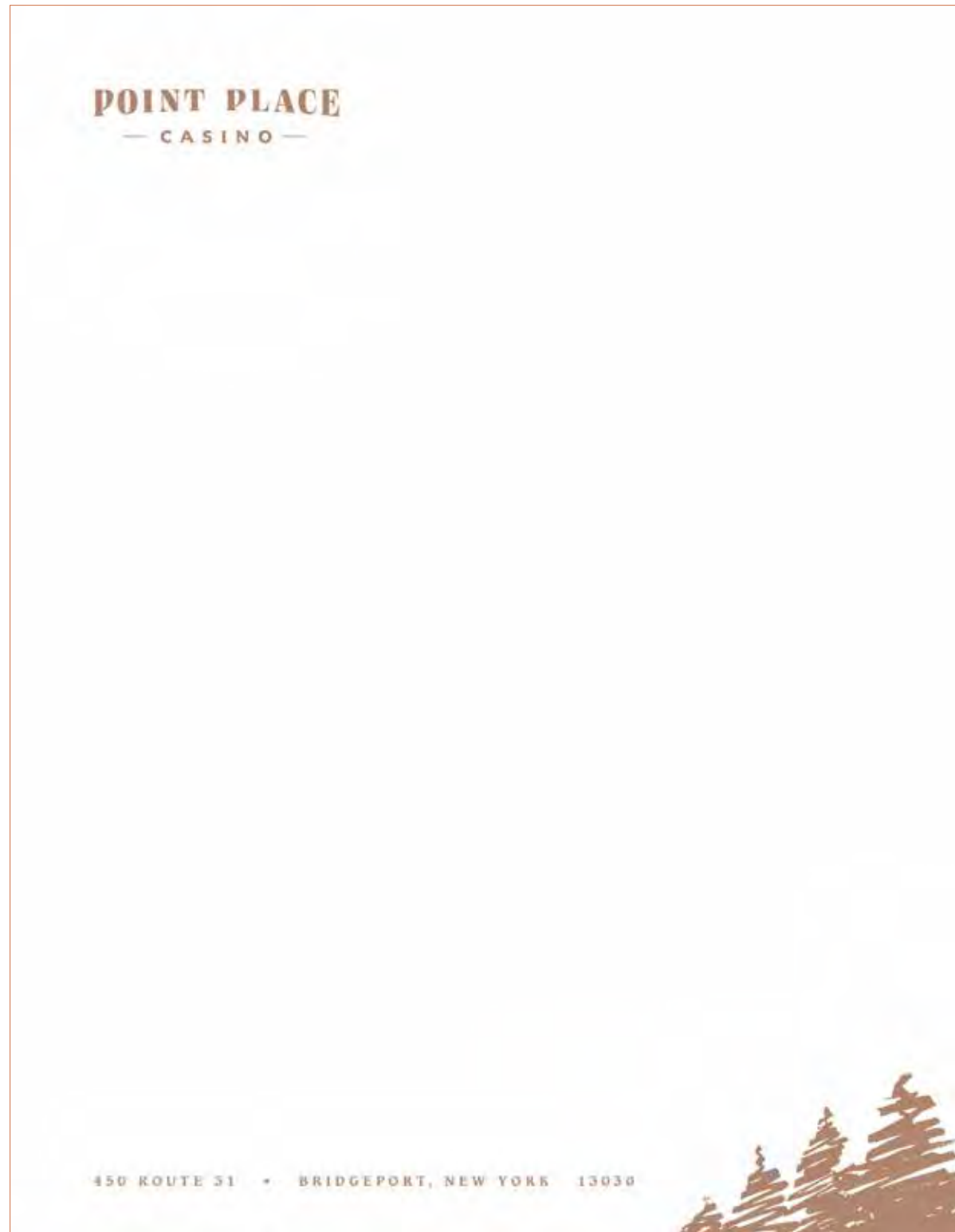
**NOW OPEN**

450 ROUTE 31  
BRIDGEPORT • CICERO

**POINT PLACE**  
— CASINO —

— POINTPLACECASINO.COM —

ACTIVATIONS  
LETTERHEAD



ACTIVATIONS  
PLAYER'S CHOICE

**POINT PLACE CASINO**  
400 ROUTE 31  
BRIDGEPORT, NY 12030

**FORGET THE COLD!**  
Come inside and you could win up to \$250 in cash every half-hour! Actively play slot machines or table games between 5:30pm and 9:00pm for a chance to sit in the Snow Crushing Hot Seat.

**SATURDAY JANUARY 18**

POINTPLACECASINO.COM

**HAPPENING IN JANUARY**

**CRACK THE VAULT INTO 2020**  
Earn entries  
**DECEMBER 1 - JANUARY 1**  
for your chance to win cash from the vault on New Year's Eve.  
Drawings:  
11:30pm Tuesday, December 31  
Four winners will be selected to win their share of **\$2,020.**  
12:15am Wednesday, January 1  
Four winners will be selected to win their share of **\$10,000.**  
Entries must be activated via active 15 Rewards Card play within one hour of the drawings.  
Prizes are subject to change without notice. Void where prohibited. © 2019 Point Place Casino. All rights reserved. Terms and conditions apply.

**FRIDAY PRIZES YOU COULD WIN \$200!**  
Actively play any table game and Friday between 5:30pm and 9:00pm for a chance to sit in the Snow Crushing Hot Seat. 40 winners will be selected every hour.

**NEW YEAR'S DAY POWER WITHIN US!**  
From the New Year's Eve party on Friday, January 17, 11:30pm to 1:00am, actively play any slot machine or table game between 5:30pm and 9:00pm for a chance to win up to \$250 in cash every half-hour. 40 winners will be selected every hour.

**YOU COULD WIN UP TO \$250 IN CASH EVERY HALF-HOUR!**  
On January 18, actively play any slot machine or table game between 5:30pm and 9:00pm for a chance to win up to \$250 in cash every half-hour. 40 winners will be selected every hour.

**MILITARY MONDAY**  
MILITARY VETERANS OR ACTIVE US MILITARY MEMBERS COULD WIN \$200 IN CASH EVERY HOUR!  
Actively play with your Table or Slot 15 Rewards Card between 12:30pm and 4:30pm. A Military Monday slot bonus will be randomly selected every hour.

**CIRCUITS OF CELEBRATION BIRTHDAY CELEBRATION**  
If a birthday is your birth month, you could win up to \$500 each every hour! Actively play any slot machine or table game between 5:30pm and 9:00pm for a chance to win up to \$500 in cash every hour. 40 winners will be selected every hour.

**JANUARY 18 & 19**  
All 15 Rewards Cards will be used to randomly select a winner to win \$2,000 on Saturday, January 18, and \$2,000 on Sunday, January 19. A 15 Rewards Card for a chance to win \$2,000. Cash prizes will be added to the server and included in "Free Play".

**FISHERMAN'S PLATTER AT BURGERS OF MADISON COUNTY**  
Choice of beef, turkey or chicken, 100-calorie bun, or bun, chips, served with this and a side of \$3.95.

**WEDNESDAY**  
1. **NEW STARTUP**  
FREE DOWNS BONUS \$1000  
2. **SPICED WHISK MEAT**  
3. **THE COOK BUSH**  
4. **THE COOK BUSH**  
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**FRIDAY**  
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**SUNDAY**  
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**POINT PLACE CASINO**

**Jerry,**  
Your play at Point Place has earned you the following offers:

**SLOT FREE PLAY OFFERS**  
Valid for the following:  
S1/ VALID WEDNESDAY, JANUARY 1<sup>st</sup> - THURSDAY, JANUARY 2<sup>nd</sup>  
S1/ VALID MONDAY, JANUARY 6 - THURSDAY, JANUARY 9  
S1/ VALID MONDAY, JANUARY 13 - THURSDAY, JANUARY 16  
S1/ VALID MONDAY, JANUARY 20 - THURSDAY, JANUARY 23  
S1/ VALID MONDAY, JANUARY 27 - THURSDAY, JANUARY 30  
Remember, please download and use your Free Play before midnight at the end of each Free Play period. Free Play begins at 6:00pm.

**\$X MATCH PLAY**  
Valid for the following:  
S1/ VALID WEDNESDAY, JANUARY 1 - THURSDAY, JANUARY 2  
S1/ VALID MONDAY, JANUARY 6 - THURSDAY, JANUARY 9  
S1/ VALID MONDAY, JANUARY 13 - THURSDAY, JANUARY 16  
S1/ VALID MONDAY, JANUARY 20 - THURSDAY, JANUARY 23  
S1/ VALID MONDAY, JANUARY 27 - THURSDAY, JANUARY 30  
Visit a Gaming Floor Kiosk Machine Monday - Thursday 8:00am - midnight to activate your offer. Your redeemed Match Play coupons are valid ONLY FOR EVEN MONEY WAGERS at the following table games: Blackjack, Roulette, Craps - Pass or Don't Pass wagers only.

**WEEKEND BONUS OF \$X SLOT FREE PLAY**  
Enjoy a Bonus Free Play offer on the following weekends:  
S1/ VALID FRIDAY, JANUARY 3 - SUNDAY, JANUARY 5  
S1/ VALID FRIDAY, JANUARY 10 - SUNDAY, JANUARY 12  
S1/ VALID FRIDAY, JANUARY 17 - SUNDAY, JANUARY 19  
S1/ VALID FRIDAY, JANUARY 24 - SUNDAY, JANUARY 26  
S1/ VALID FRIDAY, JANUARY 31 - SUNDAY, FEBRUARY 2  
Remember, please download and use your Free Play before midnight at the end of each Free Play period.

**BONUS DINING CREDIT**  
Earn 100 points on Slot or Table Games on Mondays and Tuesdays and receive a \$10 dining credit.  
VALID THURSDAY, JANUARY 2 - THURSDAY, JANUARY 30  
FROM 9AM - 9PM.  
Special restrictions can be found at the Point Place website at [www.pointplacecasino.com](http://www.pointplacecasino.com). Points earned on this offer are valid for 90 days. Points earned on this offer are not valid for 90 days. Points earned on this offer are not valid for 90 days. Points earned on this offer are not valid for 90 days.



Spring  
into cash  
- HOT SEAT -

**MARCH 8**  
**WIN \$250!**

Actively play on gaming floor  
with your TS Rewards Card  
between 2:30pm and 6:00pm  
Hot seat winner selected every half-hour.

Management reserves the right to modify or cancel this promotion without prior notice.



LUMBER  
**JACK  
POT**

PRIZE PATROL

**SATURDAY, MARCH 21  
AND SUNDAY, MARCH 22**

**HOT SEAT**

The Prize Patrol will search for winners every hour  
Saturday from 5pm to 10pm & Sunday from 2pm to 7pm.

Actively play with your  
TS Rewards Card for a chance to win \$200.  
Guests sitting adjacent to the winner  
will receive \$25 Free Play!



**MY  
GENERATION  
TUESDAYS**

Attention all TS Rewards Cardholders  
55 and older:

You have a chance to win  
up to \$500 in Free Play  
or 2,500 TS Rewards Points!

Earn 55 slot points from 9am - 9pm on  
Tuesdays to play a U-Spin game  
on your slot machine.

Getting older just got even better!


Not all participants will win Free Play.  
All scheduled events and promotions are subject to change.

ACTIVATIONS  
MAGNETIC CUBES



**MARCH 18**

Is March your birth month? You could win up to \$500 cash every hour! Actively play slot machines or table games between 6:00pm-8:00pm on MARCH 18 for chance to sit in the Cupcakes of Cash Hot Seat.



**MARCH 21 & 22**

Lumber Jackpot Prize Patrol will search for winners every hour from 5:00pm-10:00pm SAT and 2:00pm-7:00pm on SUN. Actively play with TS Rewards Card for chance to win \$200. Guests sitting adjacent to winner receive \$25 Free Play!



**THURSDAYS**

Earn TS Rewards Points three times faster on slots all day on Thursdays.



**MONDAYS**

Veterans or active duty military members could win \$200 EVERY HOUR! Actively play with Salute to Service TS Rewards Card, 12:30pm-4:30pm. Military Monday Hot Seat winner randomly selected every hour.



**WEDNESDAYS**

Earn 50 TS Rewards Points playing slots on any Wednesday and play a U-Spin Bonus game for mystery prizes.



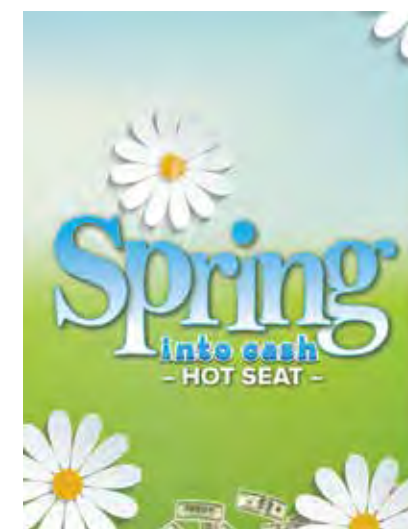
**FEBRUARY 18 - MARCH 15**

Earn 25 slot points or 125 table points between 12:00am FEB 18 and 7:00pm MAR 15 and you could find our Pot O' Loot! Seven winners at each casino will be randomly selected on drawing dates to play.



**TUESDAYS**

All TS Rewards Cardholders 55 and older. You could win up to \$500 in Free Play or 2,500 TS Rewards Points. Earn 55 slot points from 9:00am-9:00pm Tuesdays to play U-Spin game on your slot machine.



**MARCH 8**

You could win \$250 CASH! Actively play on the gaming floor with your TS Rewards Card between 2:30pm and 6:00pm. Hot Seat winner selected every half-hour.



ACTIVATIONS  
WINNERS FORM



WE INVITE YOU TO BE A MEMBER OF OUR WINNER'S CLUB.

As a member, you will receive the following benefits:

- \$25 in Free Play
- An invitation for you and a guest to join us at our next Winner's Celebration Party.

\*Limit one photo and Free Play per day.

TS  
REWARDS

JOIN YOUR FELLOW JACKPOT WINNERS!

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

TS Rewards Card Number \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Date \_\_\_\_\_

Picture Taken

Free Play Received

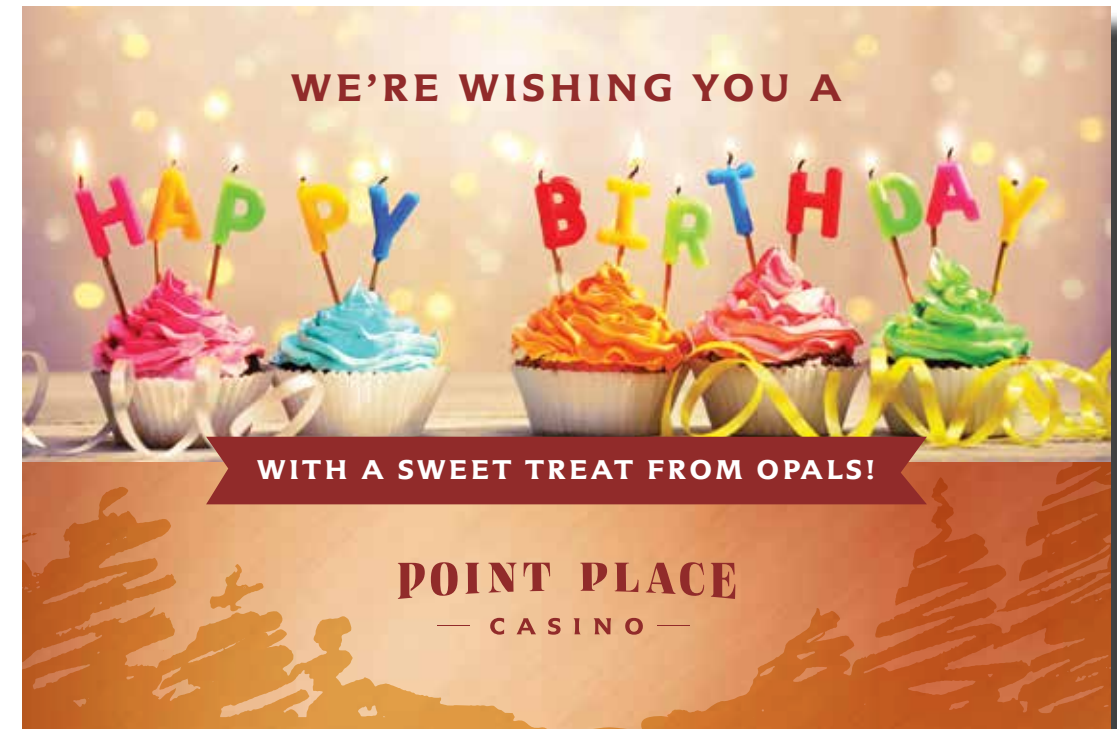
By joining the Winner's Club and signing this form, I give Point Place Casino, and its affiliates permission to display my photo and publicize my name and related information (e.g., hometown, date and amount won, comments) for promotional purposes. I understand that I will not receive any additional compensation and hereby release these parties and their officers, directors, employees, representatives and contractors from all liability in connection with this authorization.




POINT PLACE  
— CASINO —

450 ROUTE 31, BRIDGEPORT, NY 13030  
POINTPLACECASINO.COM

ACTIVATIONS  
BIRTHDAY POSTCARD



POINT PLACE  
— CASINO —

POINT PLACE  
CASINO  
450 Route 31  
Bridgeport, NY 13030

**In honor of your October birthday, we invite you to come in for a play day.**

Please bring this card to Point Place Casino and deposit it in our drum at the TS Rewards Desk on **Wednesday, October 23 between 4:00pm - 8:00pm** for a chance to win a cash prize and to receive a \$6 Opals voucher.

Drawings start at 8:15pm.  
1st Place: \$500  
2nd - 6th Place: \$100

Must be present at the time of drawing to win. Please go to the TS Rewards Desk to claim your prize!

Plus, play at Point Place Casino to get a Free Play on your actual Birthday!\*

\*You may receive your birthday Free Play at one of the following casinos: Turning Stone or Yellow Brick Road or Point Place.

Postcard needs to be in the drum by 8:00pm. All scheduled events and Promotions are subject to change. Postcards cannot be replaced.



ACTIVATIONS  
COMMENT CARD

PLEASE TAKE A MINUTE TO SHARE YOUR COMMENTS AND SUGGESTIONS. THANK YOU.

Date \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email \_\_\_\_\_

Please rate our accommodations and services as follows:  
 1 = Poor 2 = Needs Improvement 3 = Good  
 4 = Very Good 5 = Excellent

**CASINO**  
 Gaming Staff Friendly/Helpful 1 2 3 4 5  
 Information Desk Friendly/Helpful 1 2 3 4 5  
 Casino Cage Friendly/Helpful 1 2 3 4 5

Beverage Service on Gaming Floor Friendly/Helpful 1 2  
 Slot Service Representative Friendly/Helpful 1 2

**DINING**  
 Where did you dine while visiting?

Burgers of Madison County  
 Quality of Food 1 2  
 Service 1 2

Wicked Good Pizza  
 Quality of Food/Drink 1 2  
 Service 1 2

Opals Confectionery  
 Quality of Food 1 2  
 Service 1 2

Paddle Bar  
 Quality of Food/Drink 1 2  
 Service 1 2

Fireside Lounge  
 Quality of Food/Drink 1 2  
 Service 1 2

IN GENERAL

How did we make you feel during your visit?

Welcomed 1 2 3 4 5

Recognized 1 2 3 4 5

Comfortable 1 2 3 4 5

Pampered and Cared For 1 2 3 4 5

Did Point Place Casino meet your expectations? 1 2 3 4 5

Please rate your overall experience 1 2 3 4 5

Please rate value for money spent 1 2 3 4 5

Please rate the courtesy and helpfulness of our staff on an overall basis 1 2 3 4 5

Is this your first visit to Point Place Casino? Yes No

Would you return to Point Place Casino? Yes No

Any comments about members of our staff? (please use back of card)

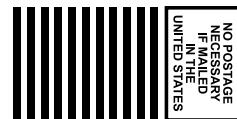
POINT PLACE  
— CASINO —

**BUSINESS REPLY MAIL**

FIRST CLASS MAIL PERMIT NO. 2 VERONA NY

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: GUEST SERVICES  
 POINT PLACE CASINO  
 450 ROUTE 31  
 BRIDGEPORT, NEW YORK 13030



MAKE YOUR  
COMMENTS  
COUNT



YOUR NEW PLACE TO  
**EAT,  
DRINK  
& PLAY**

POINT PLACE  
— CASINO —

ACTIVATIONS  
SLOT MACHINE GRAPHICS

Welcome to  
**POINT PLACE**  
— CASINO —

ACTIVATIONS  
TS REWARDS CARD



ACTIVATIONS  
18+ T-STAND

