

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media II, LLC
(See Paragraph 11)
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Tel.: (248) 362-3700
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www.igwb.com

Official Publication of: None
Established: 1980
Issues Per Year: 12

FIELD SERVED

INTERNATIONAL GAMING & WAGERING BUSINESS (IGWB) serves all segments of the legalized gaming industry including:

CASINOS: Casinos (including riverboat/ dockside), casinos/ hotels/ resorts, Indian casinos class III, cruise ships, card clubs, Indian casinos class II, gaming clubs—Australia, bingo—charitable, bingo—non-charitable, and Internet gaming.

LOTTERY: Lottery staff and lottery board/ commission.

PARIMUTUEL: Parimutuel, thoroughbred, harness horse, quarterhorse racing, greyhound racing, and racing board/ commission.

GOVERNMENT: Control board/ commission, bureau/ agency, law enforcement, and elected officials.

OTHERS ALLIED TO THE FIELD: Suppliers, finance/banking, law firms, consultants/research firms, hospitality/entertainment, Internet gaming suppliers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executive/corporate management, financial management, operations management, slot management, slot club management,, slot technicians, shift management, cage/ credit management, VLT management, table games management, IT management, food & beverage management, security/ surveillance management, player development management, sales/ marketing management, entertainment/attractions management, purchasing management, race & sports book management, bingo/ keno management, human resources management/ administrative management, government officials, and other titled and non-titled recipients including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	130
Advertiser and Agency _____	441
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,801
TOTAL	2,372

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,500	100.0	12,341	98.7	159	1.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,500	100.0	12,341	98.7	159	1.3

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	22	22			12,500	April _____	55	55			12,500
February _____	9	9			12,500	May _____	132	132			12,500
March _____	9	9			12,500	June _____	48	48			12,500
						TOTAL	275	275			

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

Region/Country	Total Qualified	Percent
ASIA		
Subtotal	210	1.7
MIDDLE EAST		
Subtotal	23	0.2
EUROPE		
Albania	1	
Austria	33	
Belarus	7	
Belgium	39	
Bulgaria	15	
Croatia	31	
Czech Republic	24	
Denmark	5	
Estonia	84	
Finland	8	
France	502	
Germany	32	
Gibraltar	2	
Greece	25	
Hungary	7	
Italy	8	
Latvia	23	
Lithuania	27	
Luxembourg	8	
Macedonia	6	
Malta	13	
Monaco	2	
Netherlands	19	
Poland	33	
Portugal	32	

Region/Country	Total Qualified	Percent
Ireland	23	
Romania	27	
Russian Federation	83	
Slovakia	3	
Slovenia	53	
Spain	48	
Sweden	33	
Switzerland	83	
Turkey	4	
Ukraine	4	
United Kingdom	183	
Subtotal	1,530	12.2
AFRICA		
Subtotal	348	2.8
NORTH AMERICA		
Canada	389	
United States	9,107	
Mexico	6	
U.S. Territories	20	
Subtotal	9,522	76.2
CARIBBEAN		
Subtotal	279	2.2
CENTRAL AMERICA		
Subtotal	86	0.7
SOUTH AMERICA		
Subtotal	262	2.1
ASIA PACIFIC		
Subtotal	240	1.9
TOTAL QUALIFIED CIRCULATION	12,500	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	14,218	12,501	12,504	12,500	12,500
Qualified Non-Paid Total	13,815	12,167	12,211	12,286	12,341
Qualified Paid Total	403	334	293	214	159
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$168.46	\$167.75	\$179.95	**NC	**NC

*NOTE: 2008 data is unaudited.
**NC = None Claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

CHANGE IN OWNERSHIP:

Effective with the October 2007 issue, INTERNATIONAL GAMING & WAGERING BUSINESS was purchased by BNP Media II, LLC.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,414 copies or 27.3%, including Casino City Press.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed June 18, 2008

State Michigan

County Oakland

Received by BPA Worldwide June 18, 2008

Type PD

ID Number I167POJ8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive/Corporate Management	Financial Management	Operations Management	Slot Management, Slot Club Management, Slot Technician, Shift Management, Cage/ Credit Management	Table Games Management	IT Management	Food & Beverage Management	Security/Surveillance Management	Player Development Management, Sales/Marketing Management	Entertainment/Attractions Management	Purchasing Management	Race & Sports Book Management, Bingo/Keno Management	Human Resources Management/Administrative Management	Government Officials, Other Titled and Non-Titled Recipients including Company Copies
Casinos (Note 1)	10,495	84.0	3,736	537	859	1,467	706	272	452	569	884	174	158	130	482	69
Lottery (Note 2)	132	1.0	49	9	5	2	-	4	-	4	34	-	2	1	8	14
Parimutuel (Note 3)	999	8.0	607	75	52	8	3	12	30	21	59	12	13	58	44	5
Government (Note 4)	124	1.0	36	3	2	3	1	1	-	3	5	-	1	-	8	61
Suppliers, Finance/Banking, Law Firms, Consultants/Research Firms, Hospitality/Entertainment, Internet Gaming Suppliers, and Others allied to the field	750	6.0	333	39	22	13	3	32	3	3	135	2	13	5	22	125
TOTAL QUALIFIED CIRCULATION	12,500	100.0	4,761	663	940	1,493	713	321	485	600	1,117	188	187	194	564	274
PERCENT	100.0	-	38.1	5.3	7.5	11.9	5.7	2.6	3.9	4.8	8.9	1.5	1.5	1.6	4.5	2.2

Note 1: Includes Casinos (including Riverboat/Dockside), Casinos/Hotels/Resorts, Indian Casinos Class III, Cruise Ships, Card Clubs, Indian Casinos Class II, Gaming Clubs—Australia, Bingo—Charitable, Bingo—Non-Charitable, and Internet Gaming.

Note 2: Includes Lottery Staff and Lottery Board/Commission.

Note 3: Includes Parimutuel, Thoroughbred, Harness Horse, Quarterhorse Racing, Greyhound Racing, and Racing Board/Commission.

Note 4: Includes Control Board/Commission, Bureau/Agency, Law Enforcement, and Elected Officials.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	7,639	1,447	-			9,086	72.7
a. Written	447	236	-			683	5.4
b. Telecommunication	6,268	978	-			7,246	58.0
c. Internet and E-Mail	924	233	-			1,157	9.3
II. TOTAL - Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Internet and E-Mail	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Internet and E-Mail	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,356	58	-			3,414	27.3
Association rosters and directories	-	-	-			-	-
*Business directories	3,356	58	-			3,414	27.3
Independent field reports	-	-	-			-	-
Licenses - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,995	1,505	-			12,500	100.0
*See Paragraph 11	PERCENT	88.0	12.0			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			12,500	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			12,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine	23		400-427 Kentucky	66	
030-038 New Hampshire	13		370-385 Tennessee	14	
050-059 Vermont	-		350-369 Alabama	16	
010-027 Massachusetts	27		386-397 Mississippi	485	
028-029 Rhode Island	36		EAST SO. CENTRAL	581	4.6
060-069 Connecticut	115		716-729 Arkansas	23	
NEW ENGLAND	214	1.7	700-714 Louisiana	257	
100-149 New York	213		730-749 Oklahoma	319	
070-089 New Jersey	302		750-799 Texas	84	
150-196 Pennsylvania	73		WEST SO. CENTRAL	683	5.5
MIDDLE ATLANTIC	588	4.7	590-599 Montana	169	
430-459 Ohio	60		832-838 Idaho	51	
460-479 Indiana	186		820-831 Wyoming	17	
600-629 Illinois	211		800-816 Colorado	219	
480-499 Michigan	282		870-884 New Mexico	213	
530-549 Wisconsin	281		850-865 Arizona	204	
EAST NO. CENTRAL	1,020	8.2	840-847 Utah	1	
550-567 Minnesota	281		889-898 Nevada	2,163	
500-528 Iowa	229		MOUNTAIN	3,037	24.3
630-658 Missouri	217		995-999 Alaska	4	
580-588 North Dakota	103		980-994 Washington	422	
570-577 South Dakota	178		970-979 Oregon	120	
680-693 Nebraska	36		900-961 California	915	
660-679 Kansas	51		967-968 Hawaii	1	
WEST NO. CENTRAL	1,095	8.8	PACIFIC	1,462	11.7
197-199 Delaware	26		UNITED STATES	9,107	72.9
206-219 Maryland	47		969 & 004-009 U.S. Territories	20	
200-205 Washington, DC	2		Canada	389	
220-246 Virginia	12		Mexico	6	
247-268 West Virginia	25		Other International	2,978	
270-289 North Carolina	36		APO/FPO	-	
290-299 South Carolina	17		TOTAL QUALIFIED CIRCULATION	12,500	100.0
300-319 Georgia	26				
320-349 Florida	236				
SOUTH ATLANTIC	427	3.4			