

STACKER TIPS AND TRICKS

Stacker is a quick stop skill Prize Merchandising/Instant Redemption game that is easy to play. Players simply press the start/stop button to stack the horizontally moving blocks directly on top of each other. The game gets progressively harder at each level. Once a player reaches the 11th level, they can choose to accept a minor prize and walk away a winner or continue playing for a chance to win a major prize.

Stacker is the number one revenue generating game in the world for three very important reasons.

1. Stacker has an intuitive and challenging game play
2. Stacker displays desirable and current merchandise.
3. The player believes that the game can be won.

1

Know Your Customer and Give Them What they Want

This basic term is important to any successful business including Stacker game operation. Stacker is a very versatile game with a small footprint so it can fit in almost any location. When you decide on your location consider your player and the location of your Stacker. A general understanding of the basic demographics of your location and the likes and dislikes of your customers will allow you to improve the merchandise selection in the machine and greatly increase the revenue that Stacker is generating. Here some important questions to ask yourself.

What type of location am I placing the Stacker into?

Who is my player and what type of items would excite them and interest them in playing Stacker?

Here is a list of the types of locations and some items that would be of interest to those customers, but please use your imagination the list is really endless.

Truck stop

GPS System

Truck Wash

Gift Certificate

Sports Bar

Authentic Team Jersey

Game Tickets

Sports Memorabilia

Restaurants

Gift Certificate to Restaurant

Gift Certificate to Best Buy

I-pod Nano

Shopping Mall

Nintendo Wii

XBOX 360

iPhone

Movie Theatre

Digital Camera

Movie Passes

Movie Memorabilia

Tip: Stacker was developed so that you the operator was not limited to what can be placed in the machine.

2

Let Them Win

The best advertising is word of mouth advertising and a winner will gladly tell all about how he won a great prize from Stacker. While Stacker is a SKILL game we suggest setting the game to an easier skill level for the first 3 – 6 weeks of operation at a location. If you apply this strategy you may want to stock the game with less expensive prizes(\$80 average versus \$150 - \$300 average). An easier SKILL setting will result in more winners which will lead to more word of mouth advertising. Once you begin to generate a steady players to the Stacker game you may want to increase the SKILL setting while increasing the value of the prizes merchandised in the cabinet.

3

Promote Your Winners

As you begin to increase the SKILL settings of Stacker and the frequency of winners begins to lessen, players may begin to think the game is too hard and they can't win. Sound familiar? Make sure that the players know that they can and do win. Provide the location manager, owner or someone reliable in the Stacker location with a camera and instructions to photograph Major Prize Winners and then post the photo's inside the game cabinet. In many cases, this has proven to DOUBLE Stacker revenue.

TIP: If the location will earn more revenue most times the location manager would be willing to assist you with this.

Minor Prizes

We have just covered the basics for merchandising Major prize items; here are some great ideas on merchandising Minor prize items. A pretty good rule of thumb is to value your small prize by the amount you are charging to play the game. So if you are charging \$1.00 (pretty standard around the USA) then your small prize should cost you no more than .30 per item, if you charge .50 per play than your small prize should be valued around .15 or less.

FYI: The best way to attach the plastic hooks to your items is to purchase a tagging gun. These can be purchased at Acme Display 888-379-9566 or www.acmedisplay.com. Ask for the regular needle tagging gun. There is one by Arrow that costs around \$15.00, you can also order some of the plastic fasteners at the same time.

Tips: Looking for special large prize packs and the latest in electronics? Try contacting Redemption Headquarters, Randy Gordon 352-243-1528

Tips: Need Minor Prize items? Try these vendors.

Redemption Plus, Ann MacAdam 888-564-7587

PlayTime Toys, Charles Kaplan 407-296-9898

TNT Amusement, Tom Hirt 972-542-2550

Bonita Marie, David Katz 800-272-6375

If you already have a supplier than use them, they should be able to assist you.

LAI GAMES hopes you find these tips and tricks useful and look forward to hearing your success stories. Please feel free to let us know what works for you. Direct all your questions to LAI GAMES Sales at 888-211-6370.