
To: IGT (trademarks@bellboyd.com)
Subject: TRADEMARK APPLICATION NO. 78526240 - TRIPLE DOUBLE BUTTERFLY 7S - 112300-036
Sent: 7/7/2006 5:03:52 PM
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Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/526240

APPLICANT: IGT

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MARK: TRIPLE DOUBLE BUTTERFLY 7S

CORRESPONDENT'S REFERENCE/DOCKET NO: 112300-036

CORRESPONDENT EMAIL ADDRESS:
trademarks@bellboyd.com

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address..

Serial Number 78/526240

Applicant is requesting reconsideration of a final refusal dated December 8, 2005.

After careful consideration of the law and facts of the case, the examining attorney must deny the request for reconsideration and adhere to the final action as written since no new facts or reasons have been presented that are significant and compelling with regard to the point at issue.

Accordingly, the applicant's request for reconsideration is *denied*. The time for appeal runs from the date the final action was mailed. 37 C.F.R. Section 2.64(b); TMEP Section 715.03(c). The application file will be returned to the Trademark Trial and Appeal Board for resumption of the appeal.

In further support of the Section 2(d) refusal, please see attached Lexis article excerpts that show slot and gaming machine players favor particular machines.

The applicant claims that its mark and the cited registration have coexisted peacefully without actual confusion. The test under Trademark Act Section 2(d) is whether there is a *likelihood* of confusion. It is

unnecessary to show actual confusion in establishing likelihood of confusion. *See Weiss Associates Inc. v. HRL Associates Inc.*, 902 F.2d 1546, 14 USPQ2d 1840 (Fed. Cir. 1990), and cases cited therein. *See also In re Kangaroos U.S.A.*, 223 USPQ 1025 (TTAB 1984), wherein the Board stated as follows:

[A]pplicant's assertion that it is unaware of any actual confusion occurring as a result of the contemporaneous use of the marks of applicant and registrant is of little probative value in an ex parte proceeding such as this where we have no evidence pertaining to the nature and extent of the use by applicant and registrant (and thus cannot ascertain whether there has been ample opportunity for confusion to arise, if it were going to); and registrant has no chance to be heard (at least in the absence of a consent agreement, which applicant has not submitted in this case). *Id.* at 1026-1027.

As noted in the final Office Action, prior decisions and actions of other examining attorneys in registering different marks are without evidentiary value and are not binding upon the Office. Each case is decided on its own facts, and each mark stands on its own merits. *AMF Inc. v. American Leisure Products, Inc.*, 177 USPQ 268, 269 (C.C.P.A. 1973); *In re International Taste, Inc.*, 53 USPQ2d 1604 (TTAB 2000); *In re Sunmarks Inc.*, 32 USPQ2d 1470 (TTAB 1994); *In re National Novice Hockey League, Inc.*, 222 USPQ 638, 641 (TTAB 1984); *In re Consolidated Foods Corp.*, 200 USPQ 477 (TTAB 1978).

“[E]ven proof that various examining attorneys have registered a particular type of mark in the past does not establish that there is an Office practice holding such marks are generally registrable.” *In re First Draft Inc.*, 76 USPQ2d 1183, 1188 (TTAB 2005); *see In re International Flavors & Fragrances Inc.*, 183 F.3d 1361, 51 USPQ2d 1513 (Fed. Cir. 1999).

/LeighLowry/
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108B8C

Print Request: Selected Document(s): 2,7,40-43,54,55

Time of Request: July 05, 2006 02:37 PM EDT

Number of Lines: 233

Job Number: 1842:106988574

Client ID/Project Name:

Research Information:

All News, all languages
themed slot machine or theme of slot machine or themed slot or theme of slot or
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Focus:

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FOCUS - 2 of 103 DOCUMENTS

Copyright 2006 The Commercial Appeal, Inc.
The Commercial Appeal (Memphis, TN)

February 24, 2006 Friday
Final Edition

SECTION: PLAYBOOK; Pg. G-4-5

LENGTH: 2279 words

HEADLINE: The gambler;
Don't bet your bottom dollar on striking it rich ... the buffet's a safer bet -
and the pedicure isn't bad either

BYLINE: Christopher Blank / blank@commercialappeal.com

BODY:

...billboards promising instant gratification.

I began to fantasize about getting my picture up on one, like those lucky
stiffs 'Tom' and 'Loretta.'

The boss had given me \$150 in cash and directed that I drop \$90 into the
slots (...

...food.

Picking a winning slot, however, is much harder than picking a prize piece of
catfish.

I started with movie-themed slots ("Men In Black," "Pink Panther," "Convoy,"
"Fistful of Dollars," "Alien"), and ended up playing anything with diamonds,
cherries or sevens (i.e. Blazing 7s, Sizzling 7s, Triple Lucky 7s).

Still, I couldn't find the humor/solace/ex- citement/contentment/
pathological compulsion (any of those emotions that keep ...

FOCUS - 7 of 103 DOCUMENTS

Copyright 2005 Norwich Bulletin (Norwich, CT)
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Norwich Bulletin (Connecticut)

July 31, 2005 Sunday

SECTION: LOCAL; Pg. 1A

LENGTH: 1178 words

HEADLINE: Slots get flashier

BYLINE: Jessica Durkin

BODY:

...I like when it makes noise. Reels, video, it's doesn't matter. I'm drawn to Crazy Kops. I'm lucky on it because I won \$1,000 twice on it."

- Benjamin Blankson, Brockton, Mass.

"I don't like ...

...casinos' 13,483 slot machines handled just more than \$1.5 billion. About 90 percent of that "handle" was returned to players.

FAVORITE SLOTS

Some themed slot machines players love:

Wheel of Fortune.

Fort Knox.

Jeopardy.

Monopoly.

FOCUS - 40 of 103 DOCUMENTS

Copyright 2004 The New York Times Company
The New York Times

May 9, 2004 Sunday
Late Edition - Final

SECTION: Section 6; Column 1; Magazine Desk; Pg. 42

LENGTH: 7688 words

HEADLINE: The Chrome-Shiny, Lights-Flashing, Wheel-Spinning, Touch-Screened, Drew-Carey-Wisecracking, Video-Playing, 'Sound Events'- Packed, Pulse-Quickening Bandit

BYLINE: By Gary Rivlin.

Gary Rivlin covers Silicon Valley for The New York Times. He is the author of 'The Plot to Get Bill Gates.'

BODY:

...convincing. From Kaminkow's point of view, it seemed high time someone followed him around with a tape recorder. 'You're very lucky,' he said. 'You're going to get a million-dollar lesson. You'll be going to Joe U.'

Kaminkow's spacious office is ...

...a coup of the first order. 'Baseball and 'Star Wars,''' Bob Bittman says, 'have long been the two untouchables' in the world of themed slot machines.

But Kaminkow had signed deals with George Lucas for ''Star Wars'' pinball and video games before, and after four ...

...Near the end, the hold the machines had over her, she says, was akin to that of an unfaithful lover. She would fall into a jealous rage when a favorite machine paid a jackpot to another, less devoted player.

''Slot machines have a different impact on the brain than ...

...in casinos and which rarely rewarded players with any money unless it was bestowing multiple millions of dollars on some lucky soul. The Carey game, the creators decided, would pay some small and medium jackpots, but with nothing like the frequency of machines ...

FOCUS - 41 of 103 DOCUMENTS

Copyright 2004 PR Newswire Association, Inc.
PR Newswire

April 26, 2004 Monday

SECTION: FINANCIAL NEWS

LENGTH: 507 words

HEADLINE: WinAJackpot Pays Out \$603,212 in Single Jackpot Win

DATELINE: ST. JOHN'S, Antigua April 26

BODY:

Progressive jackpot portal WinAJackpot.com has just awarded a record cash prize to a very lucky member. Happy winner David P. took away on April 15 \$603,212 in prize money when he ...

Long a favorite among slots fans, Gold Rally is a progressive Wild West themed slot game recently revamped in a new 8-line format and featuring no less than two interactive bonus ...

FOCUS - 42 of 103 DOCUMENTS

Copyright 2004 McClatchy Newspapers, Inc.
Sacramento Bee

April 6, 2004, Tuesday METRO FINAL EDITION

SECTION: METRO; Pg. B1

LENGTH: 850 words

HEADLINE: Cache Creek unveils new casino to throngs The glitzy, roomier facility awes patrons, many of whom lined up early to be among the first to enter.

BYLINE: Pamela Martineau Bee Staff Writer

BODY:

Lucky Larry's Lobster Mania moved to roomier quarters Monday.

Still, devotees of the flashing, maritime-themed slot machine tracked it down and waited in line to touch its electronic screen, which is rumored to be especially lucky.

"I'm originally from Massachusetts. I guess that's why I like to play it," said Ursula Turner, 65, as she waited to play Lucky Larry during opening day of the expanded Cache Creek Casino Resort.

FOCUS - 43 of 103 DOCUMENTS

Copyright 2004 ProQuest Information and Learning Company
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Delaware Capitol Review

February 9, 2004

SECTION: Vol. 27, No. 6; Pg. 2; ISSN: 10930736

B&H-ACC-NO: 543959971

LENGTH: 1555 words

HEADLINE: Casinos leaving nothing to chance

AUTHOR-NAME: Rogalsky, Joe

BODY:

...installing machines with themes such as Monopoly, Dick Clark and Wheel of Fortune. The machines' denominations will range from 5 cents to \$100.

The theme machines are popular with players in Atlantic City, Mr. McGlynn said, noting slots players can become attached to particular types of machines. ...

...machines are like people in the cereal aisle at the grocery store," Mr. McGlynn said.

"Everyone gravitates toward their favorite cereal, and the same is true for slot machines. Customers gravitate toward slot machines they are comfortable with or ones they have been lucky with or fit their psyches as a betting customer.

"These machines are the more popular ones in Atlantic City. Now that we will have them here, we hope ...

FOCUS - 54 of 103 DOCUMENTS

Copyright 2003 Paddock Publications, Inc.
Chicago Daily Herald

March 6, 2003, Thursday All

SECTION: SUBURBAN LIVING; Pg. 1

LENGTH: 1319 words

HEADLINE: A new spin on the old slots Casino owners gamble on popicons like

Austin Powers and the Blues Brothers in a ploy to lure younger players away from table games

BYLINE: Jamie Sotomoff Daily Herald Staff Writer

BODY:

...Franz, the Blues Brothers and even the anti-gambling Church Lady.

Casinos are rolling in dozens of new, pop culture-themed slots to try and get "younger" players - namely baby boomers and Gen X'ers - to throw a few extra bucks into the machines.

...Las Vegas, is ... sort of.

People of all ages will play all types of games. But overall, the traditional old favorites like the "Wheel of Fortune," Haywire and Double Diamond slot machines continue to be far more popular than new games like " ...

...fun is that?"

That's not to say that all of the new slots are flops.

At Hollywood Casino in Aurora, several of the pop culture-themed slots are doing well, including "Addams Family," "The Price is Right," "I Dream of Jeanie" and "Monopoly," marketing director Alan Rosenzweig ...

...a few - making Double Diamond into Double Diamond Deluxe - just to keep the casino looking fresh. But the old favorites like Triple 7s and Wild Cherry aren't going anywhere.

"They may look a little different, but the tried-and- ...

FOCUS - 55 of 103 DOCUMENTS

Copyright 2003 The Washington Post
The Washington Post

February 16, 2003 Sunday
Final Edition

SECTION: STYLE; Pg. F01

LENGTH: 2701 words

HEADLINE: Dream Machines;
Today's Slots Are Fancier, Flashier And Even Talk As They Take Your Cash

BYLINE: Paula Span, Washington Post Staff Writer

DATELINE: ATLANTIC CITY

BODY:

...course; that's the way of slot machines. Players know this, deep down. They understand that despite their sense that a certain routine or machine is lucky, slot-spinning is a random process. They grasp that slot operations rely on the machines' taking in more than what's paid ...

...at themselves, like Barbara Irwin from Wilmington, Del., who's just won \$ 605 in a "Jeopardy"-themed machine and responsibly, prudently set \$ 400 aside for an April vacation -- in Las Vegas. They are often a ...

FOCUS - 2 of 103 DOCUMENTS

Copyright 2006 The Commercial Appeal, Inc.
The Commercial Appeal (Memphis, TN)

February 24, 2006 Friday
Final Edition

SECTION: PLAYBOOK; Pg. G-4-5

LENGTH: 2279 words

HEADLINE: The gambler;

Don't bet your bottom dollar on striking it rich ... the buffet's a safer bet - and the pedicure isn't bad either

BYLINE: Christopher Blank / blank@commercialappeal.com

BODY:

"You've got to know when to walk away and know when to run ..."

- Kenny Rogers on "The Gambler"

These words, not the classic "know when to hold 'em, know when to fold 'em" line that precedes them, sum up my philosophy on gambling.

Heck, why walk? Run, man.

But then, my editor doesn't care about all that. With a dismissive wave, she cast me off on a free weekend in Tunica to ascertain what fun things people do there.

"Couldn't you force me to watch 'American Idol' instead?" I implored. "Throwing money away is a real problem with me."

"We will give you money to gamble with," she said.

"It's more of a physical problem. Gambling gives me a nauseous, empty feeling in the pit of my stomach."

"Well, then eat something," she insisted. "Even better: Eat from every buffet. All the casinos have one."

That's how the conversation went - from my perspective, anyway.

After a few minutes of agonized reflection - reflecting, that is, on how other reporters have been sent to Baghdad - I booked a couple of rooms and started the mission: Three days. Nine casinos. Nine all-you-can-eat buffets.

Now, if you're a frequent casino-goer - and surely many of you are because the Delta gaming houses log 10-12 million visits each year - you'll likely be exasperated by this novice's asthmatic reaction to the tobacco haze, his shell shock from the din of video slots, and the bouts of vertigo he suffered when he accidentally looked at the carpet.

You will need no rank amateur telling you which casino is the sparkliest, which buffet the freshest, or which slot the loosest.

Nor do able veterans desire a cliffhanger, so here's the spoiler: I did not hit the big jackpot on the Wheel of Fortune progressive. There's still cash down there. Consider your dreams intact.

How a Gambler Came to Tunica

Before embarking southward from Memphis, down legendary U.S. 61, I considered how this flat expanse of alluvial plain along the Mississippi River was destined to become the nation's third largest gambling spot after Las Vegas and Atlantic City.

It starts with the conquistadors, led by Hernando DeSoto. By the time they stumbled into the neighborhood of the Tunica Indians, they finally realized that their adventurous gamble was lost: The gold they came for wasn't here. (Next time you're bemoaning your craps losses, remember that no one has ever gone home more broke, depressed or crapped out than the Spaniards after their visit to 16th Century Tunica.)

The ebb and flow of commerce in Tunica has been tied to luck, or the lack of it, ever since. Commerce, in fact, was the name of the first county seat of Tunica. Significantly, if not portentously, it was washed away by the Mississippi River.

Union troops razed the second county seat, Austin, during the Civil War.

For decades, the area was one of the poorest in the state. Of Mississippi's 82 counties in 1990, Tunica was 79th in population (8,164) and 80th in percentage of high school graduates (45.9 percent).

But then Tunica's luck changed.

In 1990, a conservative state legislature passed the Gaming Control Act, authorizing counties bordering the river and the Gulf Coast to permit gambling by local referendum.

When the area's first casino, Splash, applied for a permit, no one in Tunica filed an objection.

"I think it had to do with the high unemployment rate," said Webster Franklin of the Tunica Convention & Visitors Bureau. "Any type of industry that could provide jobs was a good thing. I don't think anyone at the time believed it would become a \$1.2 billion-a-year industry."

All the gaming floors had to be built over water, in the spirit of gambling boats. And while many of the Tunica casinos are landlocked, the nine gaming floors are indeed situated on barges.

"A barge in a bathtub," described Webster. "There has to be water under it."

In 1993, only a year after the first casino opened, gambling replaced agriculture as the county's biggest revenue generator.

The Tunica County budget for 1992 was \$3.5 million.

In 2004, it was \$69.9 million.

Recently, community advocates have been trying to incorporate the casino area and the hamlet of Robinsonville into a single town called Tunica Resorts. If they succeed, the city would instantly be one of the richest, per-capita, in Mississippi.

The road down to Tunica bisects a landscape of contradictions: miles of farmland where progress is as slow as the growth of cotton, punctuated by a relentless parade of casino billboards promising instant gratification.

I began to fantasize about getting my picture up on one, like those lucky stiff's 'Tom' and 'Loretta.'

The boss had given me \$150 in cash and directed that I drop \$90 into the slots (ten bucks at each casino) and the rest on table games.

Any winnings were supposed to go to the paper's "Old Betsy" Fund for needy employees, but to be honest, I imagined the possibility of calling in sick Monday... from Argentina.

Or maybe Ireland, I thought, arriving at my first stop, Fitzgerald's. I rubbed the chunk of Blarney stone in the entrance, for luck. Upon spying my first actual slot machine, however, my stomach voiced the first of many philosophical reservations.

I headed straight to the buffet.

How a Gambler Loses at Slots and Becomes a Nervous Wreck

Throughout the weekend, I would stuff bills into all manner of slot machines at approximately the same rate I would stuff my face with buffet food.

Picking a winning slot, however, is much harder than picking a prize piece of catfish.

I started with movie-themed slots ("Men In Black," "Pink Panther," "Convoy," "Fistful of Dollars," "Alien"), and ended up playing anything with diamonds, cherries or sevens (i.e. Blazing 7s, Sizzling 7s, Triple Lucky 7s).

Still, I couldn't find the humor/solace/ex-citement/contentment/pathological compulsion (any of those emotions that keep people hooked for hours) in playing slots.

Could have been a demographic aversion. According to Franklin at the Tunica Convention & Visitors Bureau, the average Tunica guest is age 58. His or her average annual income is \$59,600, Franklin says, and the average wad spent per visit is \$626. This is not me.

Furthermore, the scientifically designed gambling halls were fraying my nerves. Soon after the concept of atmospherics was introduced in the early 1970s, casinos researched ways to make people more focused on spending money.

Studies have shown that the more lights, noise and color a casino has, the bigger the risk-taking. Casino expert David G. Schwartz points out another way to inspire that you-can't-take-it-with-you attitude: On his Internet photo gallery of casino carpet, dieiscast.com, he writes "many of the carpets use flowers and wheels, both suggestive of a cyclical life: flowers bud, bloom, and then die, and their beauty is only ephemeral."

Also ephemeral are your winnings. Slots account for about 70 percent of a casino's gambling revenue and typically keep 50 percent of a player's money.

I found myself hiding from the gaming floors, drawn to quieter experiences like the Horseshoe's exhibit on blues musicians, or Hollywood's movie memorabilia collection. Anything but gambling.

How a Gambler Pulls Himself Together

What I needed was a way to restore my nerves for Saturday's itinerary: Sheraton, Grand Casino and Gold Strike.

Among myriad nongambling recreational activities (like clay pigeon shooting), the Grand also has a luxurious spa in one of its three hotels.

Invoking the power of the company credit card, I joined a handful of guys on the man side of this miniature water park. I sunk into a hot tub, turned pink in the steam room, stood a fraction too long in the scouring nozzles of a Swiss shower, then shuffled to the lounge area to sip Champagne.

Thus cleaned, basted and buzzed, I was called into my first appointment - my facial.

Angelina gingerly removed the blackheads and applied some desperately needed anti-stress eye rub. "Perfect if you've had a rough night," she said.

"Tell me about it," I sighed.

With my face aglow, I went directly to my next appointment - the Swedish massage.

Courtney surveyed my knotted back muscles. The licensed massage therapist has seen a number of gambling-related injuries. One woman came in with hand cramps after two hours shooting craps. Slot addicts have sciatic nerve problems - the result of hours bouncing excitedly upon the coccyx.

But she'd never seen stress caused by gambling revulsion.

"I just can't enjoy this gambling thing," I told her. "Any advice?"

"Look, don't expect to walk out a millionaire," she reasoned. "Try to see it in perspective. If you go for a night out in Memphis, you're going to pay for a nice dinner, pay for a movie or a club, pay for the drinks. That's a hundred right there, at least."

The tension started to release. She kneaded my back with a couple of hot rocks and continued: "If you bring \$100 to the casino, you get all-you-can eat food, four or five hours of gambling and, hey, you really can't beat free drinks. I mean, free drinks !"

Courtney then revealed some tips she'd heard from diehard slot players. Some tricks of the trade, if you will.

"Now, this is only what they tell me," she said, applying a thick take-it-or-leave-it tone.

"They say you should always sit in the aisles or in the front of the casino because those are the most visible machines. Always play the quarter or dollar slots: the nickels are just for people wanting something to do. Put a \$20 bill in when you start. They say that singles make the machine think there are different people playing. With a twenty, it takes you seriously. And everybody says to play the 'Double Diamond Deluxe' because the wheels will slip in the

direction the diamonds are pointing. More chances to win (they say.)"

The prospect of a real strategy so invigorated me, that I wasn't terribly mortified when they marched me over to the women's side of the spa in nothing but a thin, flapping robe for my next appointment - the men's side isn't equipped for pedicures.

It didn't matter that I had to wrap a towel around my netherlands like a diaper to save Lann from seeing up my robe as she clipped my toenails.

And when a couple of lovely young women, in Tunica for a music convention, sat directly opposite me for their own coconut oil sugar rubs, I didn't worry as much about the robe.

For in a matter of moments, I'd be hitting the jackpot. "Hello? Yes, I won't be in the office today because I'm sick... and in Argentina."

With my toes a-tingle, I traipsed over to the Grand Casino's gaming floor in search of a Double Diamond Deluxe on an aisle.

The only problem: There aren't actual aisles in the Grand. The machines are clustered in pods.

After choosing the one-armed bandit that was to make me a millionaire, I ordered a drink from the waitress and peeled off a fiver from my roll of company cash. Five short pulls later, I was out.

But this can't be, I thought. I'm following the rules.

I quickly fed another five into the machine. (Wouldn't want it thinking another player had taken my place.) Again, nada. There went my budget. Now I could only sit and wait for the drink. Nearby, someone else's Double Diamond started spewing money like an exorcism. Maybe if I try just once more and this time truly believe...

I borrowed a dollar from my Gold Strike account and slowly fed the machine. I pulled the lever with a deliberateness that, hopefully, let the machine sense how much I wanted - nay, needed - this.

And after its wheels stopped, the empty feeling came back.

Two minutes later, I was in the buffet line.

A Gambler makes a phone call at 1:05 a.m., Sunday

My head is spinning. I am about to barf. A brochure beckons from the nightstand: "Toll-Free Confidential Counseling on Problem Gambling."

The digits: 1-888-777-9696.

Me: Hello, I have a gambling problem.

Voice at the Chicago-based call center: How can I help?

Me: Here's the thing: Have you ever had people call where the problem is not so much a gambling addiction, but a gambling aversion.

Voice: Sir, we work with people trying to deal with financial problems or need counseling.

Me: Like Gamblers Anonymous.

Voice: Yes.

Me: So no advice on how to just relax and throw money away like confetti?

Voice: No .

Me: Thanks anyway.

A Gambler experiences Sunday Morning Coming Down

The casino floor feels a lot different at 9 a.m. on a Sunday than at other hours. For one, I felt out of place without a walker.

And it's quiet. Playing the slots is much more introspective. You can lose without other people watching.

After a breakfast buffet at Resorts, which still features the Mardi Gras theme of the previous owner, Harrah's, I worked up the nerve to play roulette. As I was the only person at the table, the croupier walked me through the best way to spread out the chips. On a single drop of the ball, I lost every one. He shrugged. Laissez les bon temps rouler.

This got me motivated for another breakfast buffet across the road at Sam's Town, where I lost some more at slots and watched the crowds gain momentum.

It seems appropriate to this narrative that my trip started in a castle and ended in a barn. At the country-themed Bally's, I dutifully bellied up to a blackjack table and explained that I was new to this, prompting the other two players to immediately drop out of the game.

It was the longest single gambling experience of the trip, lasting about 30 minutes.

At one point, I won enough to pay back the \$150 and add \$50 to the Old Betsy Fund. But gambling ain't for quitters. And I still had one buffet left. So I worked up a huge appetite by losing it all in a wondrous streak that impressed even the observers refusing to play with me.

"Now that's the way to lose money," one commented.

"A man's gotta eat," I said, which surely made no sense to anyone but me.

- Christopher Blank: 529-2305

GRAPHIC: Photos; Photos by Nikki Boertman The Commercial Appeal, TALES FROM TUNICA - Our intrepid correspondent travels the casinos for a weekend of fun and finds more than he gambled on. (G1), Marcelo Unda handles the chips at a Horseshoe Casino craps table in Tunica. If luck isn't a lady, try the buffet., Gamblers test their luck on the quarter slots at Hollywood Casino in Tunica. The glitzy casinos amid the Delta cotton fields are a \$1.2 billion a year industry., A showgirl-attired mannequin greets patrons inside the front door of the Hollywood Casino in Tunica., Patrons of the Hollywood Casino try their luck at the beckoning banks of slot machines in Tunica.

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Time of Request: July 05, 2006 03:03 PM EDT

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9 of 100 DOCUMENTS

Copyright 1997 The Times-Picayune Publishing Co.
Times-Picayune (New Orleans, LA)

April 15, 1997 Tuesday, THIRD

SECTION: NATIONAL; Pg. A4

LENGTH: 458 words

HEADLINE: RED RIVER RISES AFTER FALSE CREST REPORT

DATELINE: FARGO, N.D.

BODY:

...in 1975 when he broke into the Houston apartment of Mabel Ehatt, 62, who had cancer and needed a walker to get around. Neighbors heard a disturbance, and when police arrived they found Ehatt dead and Woods carrying her TV, her bracelet and a bottle of her pain ...

...between some of the marchers and the onlookers, but there was no violence, and there were no arrests.

Patience pays off to tune of \$12.5 million

LAS VEGAS - A woman who waited patiently for more than an hour to play a particular slot machine she considered lucky won a world-record jackpot of \$12.5 million Monday. Suzanne Henley of Las Vegas won the Megabucks prize at the New York-New York hotel-casino. Megabucks is a system that links 747 slot machines across Nevada, offering a jackpot that begins at \$5 million and climbs as players invest more money. The old jackpot record was \$11.9 million, won in 1996. Henley stopped by the hotel after work and waited for the machine she wanted. The man playing it offered to step aside for \$20, but she declined. Henley's husband, Les, said he was ...

CITY:

LAS VEGAS (89%); HOUSTON, TX, USA (79%); NEW ORLEANS, LA, USA (79%);

SUBJECT:

...87%); RACE & RACISM (86%); ROBBERY (78%); ASSAULT & BATTERY (78%); CAPITAL PUNISHMENT (74%); SEX OFFENSES (73%); CASINOS (69%); GAMING (65%);

26 of 100 DOCUMENTS

Copyright 1997 Charleston Newspapers
Charleston Gazette (West Virginia)

April 15, 1997, Tuesday

SECTION: News; Pg. P2A

LENGTH: 747 words

HEADLINE: NATIONAL BRIEFS

BODY:

...said the National Institutes of Health.

If the 20,000 people who every year opt for drugs over defibrillators to treat this type of irregular heartbeat were now to get the implant, 1,500 lives a year would be saved, said NIH project director Eleanor ...

...broke into the Houston apartment of

62-year-old Mabel Ehatt, who had cancer and needed a walker to get around. Neighbors heard a disturbance, and when police arrived they found Ehatt dead and Woods carrying her TV, her bracelet and a bottle of her pain ...

...sexually assaulted the woman and crushed her head

flat with a frying pan.

Woman hits \$ 12.5 million jackpot on slot machine

LAS VEGAS - A woman who waited patiently for more than an hour to play a particular slot machine she considered lucky won a world-record jackpot of \$ 12.5 million Monday.

Suzanne Henley of Las Vegas won the Megabucks prize at the New York-New York hotel-casino.

Megabucks is a system that links 747 slot machines across Nevada,

offering a jackpot that begins at \$ 5 million and climbs as players invest more money. The old jackpot record was \$ 11.9 million, won in 1996.

Henley stopped by the hotel after work and waited for the machine she wanted. The man playing it offered to step aside for \$ 20, but she declined.

"I just had a feeling about this particular machine," Henley said when she was presented the first of 25 annual checks of about a half-million dollars each.

Cigarette tax ...

CITY:

LAS VEGAS (89%); HOUSTON, TX, USA (70%); 70%);

SUBJECT:

...SURGEONS (78%); HEALTH DEPARTMENTS (78%); RESEARCH (78%); HOSPITALS (72%); SEX OFFENSES (70%); ASSAULT & BATTERY (69%); CASINOS (68%); GAMING (64%); 64%);

50 of 100 DOCUMENTS

Copyright 1997 Toronto Star Newspapers, Ltd.
The Record (Kitchener-Waterloo, Ontario)

April 15, 1997 Tuesday Final Edition

SECTION: FRONT; Pg. A7

LENGTH: 197 words

HEADLINE: Woman waits for 'lucky' slot, wins \$12.5 million jackpot

DATELINE: LAS VEGAS

BODY:

Las Vegas - A Las Vegas woman who waited patiently for more than an hour to play a particular slot machine she considered lucky won a world-record jackpot of \$12.5 million Monday.

Suzanne Henley won the Megabucks prize at the New York-New York hotel-casino in Las Vegas.

Megabucks is a system that links 747 slot machines across Nevada, offering a jackpot that begins at \$5 million and climbs as players gamble away more money.

The ...

...jackpot record was \$11.9 million, won in 1996.

Henley stopped by the hotel after work and waited for the machine she wanted. The man playing it offered to step aside for \$20, but she declined.

"I just had a feeling about this particular machine," Henley said at a news conference where she was presented the first of 25 annual cheques of about \$500,000 each.

Henley's ...

GRAPHIC:

Black & White Photo: Associated Press; Standing in front of her lucky slot machine, Suzanne Henley (left), holds a check presented to her for winning the world's largest slot machine jackpot on Monday in Las Vegas.

SUBJECT:

CASINOS (88%); GAMING (78%); CONSTRUCTION (64%); PRESS CONFERENCES (53%);

CITY:

LAS VEGAS (93%);

108B8C

Print Request: Selected Document(s): 14,18,27

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Copyright 2006 Dunnville Chronicle
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Dunnville Chronicle (Ontario)

June 21, 2006 Wednesday

SECTION: LIFE; Pg. C6

LENGTH: 1223 words

HEADLINE: One man fights the odds during struggle with gambling addiction

BYLINE: Kristen charron

BODY:

...problem for them is when they start going all the time."

This is exactly what happened to Charron.

In 2000, the then 47-year-old walked into the casino for the first time. At that moment, his life changed forever.

A trip to Dresden for an afternoon of entertainment with friends quickly turned into the first step towards Charron's financial downward spiral.

"I started gambling on the slot machines," said the Wallaceburg resident. "I went one day with friends and won some money. After that, I started going a couple times a month."

Soon, it escalated to the point where Charron was spending most of his time at the casino.

"The last two years, I've been going every day," he said. "Sometimes three days at a time . . . I . . ."

...Yet he kept playing.

Once, he hit a jackpot for \$12,000.

But by the time he finally left the casino that day, he was more than \$1,200 in the hole.

"It wasn't about the money," said Charron. "It was about getting the . . ."

...deeply-rooted problems such as low self-esteem, the rush - combined with the perks and star treatment big spenders often experience from casino staff - makes the individual feel accepted, Keegan said.

Gambling is also used as a coping mechanism for issues problem . . .

...go gambling, despite the fact he made less money collecting unemployment.

Charron's gambling got to a point where he would walk into the casino and wait for the machines he liked to become available. As soon as they did, he would sit down, often next to someone who had been playing for hours straight.

"There were people . . ."

...until I got back," said Charron.

Another option was to leave his Player's Card - a card that can be inserted into the slot machine allowing the player to collect points or credits that can be exchanged for merchandise, food and other casino goods - in the machine to inform other gamblers he would be returning shortly.

Eventually, Charron started "chasing his losses." He would return to the casino and try to win back the large amounts of money he lost.

"That's common," said Keegan. "It's one of the signs gambling has become ...
...leave his family without a place to live.

"It never crossed my mind," he said. "When you sit down at that slot machine you don't think about anything else."

Charron would often tell people he developed "a system" and that he could "beat the machine.

"When I ...

18 of 776 DOCUMENTS

Copyright 2006 Sarnia Observer
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Sarnia Observer (Ontario)

June 17, 2006 Saturday

SECTION: LIFE; Pg. C1

LENGTH: 1413 words

HEADLINE: One man fights the odds during struggle with gambling addiction

BODY:

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But by the time he finally left the casino that day, he was more than \$1,200 in the hole.

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"It never crossed my mind," he said. "When you sit down at that slot machine you don't think about anything else."

Charron would often tell people he developed "a system" and that he could "beat the machine.

"When I ...

...average Canadian adult spent \$447 on gambling.

Booming Business: In 1992, government run lotteries, slot machines and casinos made a \$2.7 billion profit. By 2002, the figure rose to \$11.3 billion.

High Rollers: ...

27 of 776 DOCUMENTS

Copyright 2006 The Cincinnati Enquirer
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The Cincinnati Enquirer (Ohio)

June 12, 2006 Monday Final Edition

SECTION: TEMPO; Pg. 1D

LENGTH: 1622 words

HEADLINE: Playing casino roulette

BYLINE: By Jim Knippenberg Enquirer staff writer

BODY:

...on Grand Victoria, Argosy and Belterra on three consecutive Fridays to sample the atmosphere

There's something about summertime and floating casinos. Local residents just have to get in the car, drive to the Hoosier state and drop a few quarters in a slot machine.

There are 10 casinos in Indiana - five on the Ohio River, five on Lake Michigan - but only Argosy, Grand Victoria and ...

Summer is the busiest season at the casinos. In 2005, Argosy's attendance in February was 321,743. In July, it jumped to 367,549, according to the Indiana Gaming Commission.

It's the same at Southeast Indiana's other two casinos: Belterra went from 164,644 in February to 202,126 in July; Grand Victoria went from 153,100 to 182,421. There's no record keeping on where the patrons came from, but all three casinos consider the Greater Cincinnati/Northern Kentucky area their major market.

Today, with Cincinnati mulling a proposed slot machine parlor on the site of Broadway Commons, gaming is on a lot of minds. And with Argosy and Grand Vic celebrating 10th ...

...slots are the busiest, but not clogged. That starts happening about 11 p.m. That's when you may have to stake out a spot and wait a spell if you have a specific slot in mind.

Blackjack and poker tables are a different story. It's not unusual to see people hovering behind ...

...sports bar, which is hopping at almost any hour.

As is the boat. Set to the tune of constant electronic tinkles and bonks of 2,400 slot machines, the three decks are brighter and louder than Grand Vic's. The largest mass of humanity hovers around the quarter slots - there's no wait, but few empty seats - especially on Deck 3 near the main entrance. The \$100 and penny slots are fairly ...

...always waiting for a video poker seat. Drinks are cheap but weak, just as they were at the other two casinos. You're better off to sip a Coke here and save cocktail hour for dinner at Ruby's.

ou're ready to go. Good luck, as the staff at all three say.

E-mail jknippenberg@enquirer.com

How the casinos compare

Argosy Belterra Grand Victoria

Location/ Information??? Argosy Parkway, Lawrenceburg, Ind.; 888-274-6797
www. ...

...Jeff Ruby's at Belterra. There's also Ultimate Buffet with prime rib, seafood and pizza; Aquarium Cafe specializes in seafood; Casino Cafe is a deli. Plus Ben & Jerry's and Starbucks. Wellington's Steakhouse with beef and seafood dishes is recommended for upscale ...

...happy.Smoking Two nonsmoking areas on the second deck: one with slots, one with table games. Permitted in the casino, but there is a nonsmoking poker room. Smoking permitted everywhere except first level forward (slots) and fourth level ...

...rooms, fully booked on weekends, usually available on weeknightsATMs 15 on board and in the pavilion8 in casino and pavilion2 on land, 4 on the boat Parking 1,800-car garage, satellite lots with shuttle service; \$3 ...

SUBJECT:

GAMING (90%); CASINOS (90%); ANNIVERSARIES (64%);

108B8C

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Copyright 2002 Reno Gazette-Journal
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Reno Gazette-Journal

August 15, 2002 Thursday

SECTION: BEST BETS; Pg. 23H

LENGTH: 484 words

HEADLINE: GAMES PEOPLE PLAY

BYLINE: Neil Baron, Staff

BODY:

...NEIL BARON

By occupation, Daniel Funk is a plumbing contractor. But in recreation, Funk is just plain lucky.

The San Diego resident has hit two \$20,000 royal flush jackpots in three months while playing Bonus Poker video poker at the Atlantis Casino Resort. "I

can't believe this," Funk said. "It's the same one that I hit in April." Funk said he would ...

Mark Ogle of Placerville, Calif., won \$7,000 on a Keno Plus machine at the Rail City Casino.

Florencia Dimaoala was in Reno to celebrate her aunt's birthday. But it was Dimaoala who was celebrating her own good fortune after a visit to the Silver Legacy Resort Casino. The woman from Daly City, Calif., was playing a \$5 Five Times Pay slot machine when she caught a jackpot worth \$15,000. She said she would put the money into a savings account.

Elizabeth Radmond of Lincoln, Calif., won \$15,000 on a \$1 10 Times Pay slot machine at the Silver Legacy. "I love it here," said Radmond, who also hit a jackpot at the casino in May.

Militza Guillen of Benicia, Calif., hit an \$11,975 jackpot on a \$1 Double Lucky Sevens slot machine at the Silver Legacy. Guillen, who was visiting Reno with her granddaughter, said she would use the money to help buy a house. ...

...on visiting Reno. But a spur-of-the-moment decision led Soto to a \$1 10 Times Pay slot machine. A short while later, Soto hit the machine's jackpot for \$10,000. What will he do with the money? "Whatever my wife ...

...laughing.

Two people recently won \$2,500 each in the Sizzlin' Summer Sunday drawings at the Peppermill Hotel Casino. The winners were Pamela Watson of Reno and Bob Assanakis of Rocklin, Calif.

California resident Rigovertto Peres was all smiles after catching a \$30,000 jackpot on a \$5 10 Times Pay slot machine at the Eldorado Hotel Casino. "I really like the 10 Times Pay (machines)," Peres said. "In fact, I won on this machine last month, too."

Abdullah Ali of California won \$25,000 on a \$10 Five Times Pay slot machine at the Eldorado. Ali said he is a frequent visitor to the casino.

Nancy Truong knew exactly where she was headed once inside the Eldorado. The California resident found her favorite \$5 10 Times Pay slot machine, started playing and hit a jackpot worth \$20,000. Truong said she chose the machine because it had been lucky for her in the past. The money will be spent to travel and play, she said.

Terri Jorstad of California said she had a good feeling about a particular \$25 Triple Diamond slot machine at the Eldorado. So she followed her instincts and began to play. It paid off when Jorstad caught a \$15,000 jackpot. ...

GRAPHIC:

Provided by the Atlantis Casino Resort; Daniel Funk hit two \$20,000 royal flush jackpots in three months.

SUBJECT:

GAMING (90%); CASINOS (90%); RESORTS (72%);

12 of 44 DOCUMENTS

Copyright 2001 Business Wire, Inc.
Business Wire

July 23, 2001, Monday

DISTRIBUTION: Business Editors/Entertainment Writers

LENGTH: 404 words

HEADLINE: Second Millionaire This Month At Casino Niagara \$1.3 Million Megabucks
Jackpot Changes Woman's Life

DATELINE: NIAGARA FALLS, Ontario, July 22, 2001

KEYWORD:

CASINO-NIAGARA;

BODY:

Ontario's second million-dollar Megabucks Jackpot hit again at Casino Niagara and changed the life of a mother of four in Mississauga. Maryam Talini, 37, won \$1,309,301.20 playing a \$1 Megabucks slot machine late Saturday evening. It was the second jackpot this month and since the new slots arrived on the casino floor a mere 30 days ago. On a Saturday night just two weeks ago, 37-year-old Pamela Fowler of Grimsby made history when she won Ontario's biggest slot jackpot ever -- Casino Niagara \$1,329,994.25.

...a table games player, Talini explained that she was on her way to the blackjack table to meet her husband when she walked past a particular Megabucks slot machine.

"I just got this feeling that I should go to that machine," she said in amazement. "I put in \$20 and on the third pull that was it!"

Megabucks, a famed International Gaming Technology (IGT) product, has been a favorite in Las Vegas establishments for 15 years. The progressive linked machines are universally known for their large top prizes. First introduced in Nevada, 1986, the three coin dollar games have had record setting jackpots in American casinos, with the largest prize ever tallying \$34,755,000 (U.S.).

The Megabucks games at Casino Niagara are linked with the same games at the province's other two commercial casinos, Casino Windsor and Casino Rama. The top prize is immediately reset to one million dollars at all three properties following any jackpot. Casino Niagara has 45 of the reel machines dispersed over three levels of gaming.

Photo cutline: Maryam Talini with Casino Niagara General Manager Jay Meilstrup, left, and Peter Ing, Director of Slot Marketing.

CONTACT: Casino Niagara
Tanya Hvilivitzky, 905/374-3598
tanya@casinoniagara.com

COMPANY:

INTERNATIONAL GAMING TECHNOLOGY (64%); CASINO WINDSOR&CASINO RAMA (67%);

15 of 44 DOCUMENTS

Copyright 2001 The Atlanta Constitution
The Atlanta Journal-Constitution

June 10, 2001 Sunday, Home Edition

SECTION: Travel; Pg. 1K

LENGTH: 2572 words

HEADLINE: VEGAS IS A KICK;
COMING UP ACES WITH AN OLD HAND IN NEVADA'S GAMBLING MECCA;
SPECIAL CASINOS VACATION SECTION

BYLINE: DOUG HAMILTON

SOURCE: AJC

BODY:

...I'd love to be in the light bulb business here," Gilbert jokes as we stand outside the Golden Nugget, the high-beam brilliance of the casino's marquee reflected in his thick lenses.

Given his enthusiasm for the place, you'd think those specs were rose-colored. "In ...

No matter that you're, say, a somewhat jaded travel writer who just doesn't get casino culture. Or that you've observed the Vegas crowds at length and found them to be not so much "happy" as focused --- on finding a winning slot machine, on getting to the head of the buffet line, on scrounging those hard-to-come-by tickets to Siegfried and Roy or Cirque du ...

...a lot." The gregarious 62-year-old doesn't gamble much, though he has a soft spot for a particular slot machine called Double Diamond Deluxe.

My mission is to get a sense of Vegas today --- not so easy, as efforts have been ...

...type of accommodation. A three-night air-hotel package for two at Bellagio, arguably the most upscale casino on the Vegas Strip, can top \$1,500. But Grove has seen similar packages at lesser properties like ...

...about his first-ever airplane flight, and Gilbert has piqued his interest in seeing the antique auto collection at the Imperial Palace Casino.

"I'm just dragging off his coattails, seeing what he wants to see," Bullard says with an accent as down-home as biscuits and ...

...Ferraris and cranes his neck to get a better look. You just know he's mentally dissing the Bonneville.

The newer, internationally themed casinos loom --- New York-New York, done up to look like the Big Apple; Paris, built around a ...

...Stardust, home of the Wayne Newton Theater. Gilbert wants to treat us to old-fashioned ice cream sodas at his favorite Vegas eatery, Ralph's Diner. He

fills our heads with nostalgic visions of an authentic '50s soda fountain, but alas, ...

...Gilbert and Bullard pull up in the Bonneville and we hurry over to the Splash Theatre at the Riviera, a classic Strip casino that had its heyday in the 1950s and is now as infused with character as it is cigarette smoke.

As we settle into our seats, I ask Bullard if he's excited ...

...out of King Arthur's time?

I'm devoting the second morning of my trip to exploring the Strip's new world-beat casinos, starting with an overview from the observation deck of the Paris resort's centerpiece. Up here, the iconic jumble looks wonderfully weird. There's the pyramid- ...

...Small World" writ large, with fewer kids and lots more alcohol.

Used to be, all you needed to open your own casino in Vegas was a few slot machines, some blackjack tables, a show lounge or two and Don Rickles. But in the booming '90s, developers started ratcheting up the gimmicks. The practice of borrowing motifs from other cultures, pioneered by such venerable casinos as Caesar's Palace and the Aladdin, exploded into a free-for-all of global ornamentation. Many resorts also have extensive shopping malls, ...

...twilight trip to see the Fremont Street Experience. This music and light show plays on a canopy above the older casino district, stretching four blocks from Fitzgerald's to the east to the Plaza to the west.

After an early dinner at the Olive Garden, we ...

...joking.

So it comes to pass that, on the final morning of my stay, I'm tooling around the Imperial Palace Casino parking lot in an aqua-and-cream 1955 Oldsmobile 98 Holiday. It's a gorgeous vehicle that looks ...

GRAPHIC:

...Staff Photo:

Sassy Sally lights up the night for those passing by the Fremont Street canopy above the older casino district. / JAY CLARKE / Miami Herald Graphic:

IF YOU GO: LAS VEGAS

> GETTING THERE

If you don't want to buy a vacation ...

...Delta: 1-800-221-1212, www.delta-air.com.

> WHERE TO STAY

Treasure Island: This 2,900-room hotel-casino isn't the fanciest resort on the Las Vegas Strip, but it's centrally located and the rooms are well-appointed and comfortable. ...

...Bellagio: Contemporary French cuisine. Jacket and tie required. 702-693-7223.

The Bay City Diner, Golden Gate Casino: For the "world-famous" shrimp cocktail, still only 99 cents. Open 24 hours. 702-385-1906.

> ...

...around town, a vacation planner and a current weather reading.

> FOR GAMBLERS

www.americancasinoguide.com. The American Casino Guide site offers a huge database of gaming information for virtually every casino in America. The Las Vegas section is particularly in-depth, including statistics on slot payouts, which casinos offers sports and race books and which host poker series.

> FOR KITSCH LOVERS

www.liberace.com. Take a ...

...Official Liberace Web Site. Photo:

Vintage Vegas: Downtown exudes old-school charm, complete with showgirls, classic casinos and a music and light show featuring tunes by Frank Sinatra ("Luck Be a Lady") and Tom Jones ("It's ...

30 of 44 DOCUMENTS

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NBC News Transcripts

SHOW: TODAY (7:00 AM ET)

April 15, 1997, Tuesday 4:00 PM

LENGTH: 413 words

HEADLINE: SUZANNE HENLEY, BIGGEST SLOT MACHINE JACKPOT WINNER IN HISTORY, TALKS ABOUT HOW SHE WON \$12.5 MILLION

ANCHORS: ANN CURRY; KATIE COURIC; SARA JAMES

BODY:

...CURRY, co-host:

And, Katie, you know, we were all out in Las Vegas last week, but none of us were as lucky as the woman who's with us now. Suzanne Henley is America's newest multimillionaire. On Monday she si--hit it big at the jackpots--or rather slots, to the tune of \$ 12 1/2 million, the biggest slot machine jackpot in history. Suzanne is in the New York, New York Hotel and Casino next to her lucky slot machine.

...million?

Ms. HENLEY: Right now it just feels wonderful.

CURRY: Now, let's see now. You went to the slot machine, to the casino at 1:00 on Tuesday morning after work. You wanted to play a particular slot machine but--but there were six people in line. Why did you want to play this particular machine?

Ms. HENLEY: I just had a ...

...Ms. HENLEY: Yes, I did. And he didn't know what happened until he got here.

CURRY: Now listen, you're a pretty lucky lady because you've won twice before, \$ 29,000 at one point, something like \$ 50,000 at another. To what do you attribute your lucky streak?

Ms. HENLEY: I don't know. I just happened to be there at the right time, and it's just been great. ...

...out of the machine. Does she need any friends, by the way?

CURRY: I know. Let's go gambling with her.

COURIC: One lucky lady. Anyway, we're going to head to the newsdesk and get the latest news headlines from Sara James.

Sara, good morning ...

COMPANY:

NEW YORK-NEW YORK HOTEL & CASINO LLC (57%);