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Editor in Chief

David D. Waddell, Esq.
Phone: 517.507.3859
waddell@rmclegal.com

Senior Gaming Analyst & Editor

Robert R. Russell, II
Phone: 517.507.3858
russell@rmclegal.com

Reporter and Associate Editor

Dustin M. Ford
Phone: 517.999.5414
dford@rmclegal.com

Reporter

Blaine R. DeGracia
Phone: 517.507.3857
degracia@rmclegal.com

Subscription information:
info@michigangaming.com

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RMC Ventures, LLC

Asher Court
321 W. Lake Lansing Rd.
East Lansing, MI 48823
Phone: 517.507.3860
Fax: 517.908.0235
www.rmclegal.com

The _____ MICHIGAN GAMING _____ Newsletter



MOTORCITY CASINO HOTEL ANNOUNCES APPOINTMENT OF NEW PRESIDENT

On January 27, 2016, MotorCity Casino Hotel announced that it has named current Senior Vice President of Operations Jenny Holaday as its new President. The appointment is pending, subject to the approval of the Michigan Gaming Control Board ("MGCB"). Current Senior Vice President of Finance and Administration/Chief Financial Officer, Bruce Dall, will serve as Interim President until Ms. Holaday receives the necessary MGCB approvals.

Ms. Holaday has extensive experience in the casino industry, providing marketing consulting services to a number of gaming companies prior to joining MotorCity in 2010, including Multimedia Games, Harrah's Resort Atlantic City, and Mandalay Resort Group. In her current role, she oversees the general operations of MotorCity, including gaming and non-gaming amenities. In 2010, Ms. Holaday was promoted to her current position with the property after being appointed as the Senior Vice President of Marketing for the company.

Mr. Dall has more than 30 years of experience in the financial industry, including more than 27 years of gaming experience. Prior to joining MotorCity Casino Hotel, he was Controller of the Desert Inn, Chief Financial Officer and Treasurer of the Hard Rock Hotel and Assistant General Manager and CFO for Greektown Casino.

MICHIGAN LOTTERY INTRODUCES CAESARS JACKPOT INSTANT GAME

Today, January 29, 2016, the Michigan Lottery announced that next Tuesday it will introduce GTECH's "Caesars Jackpot" instant game to its portfolio, which includes the chance to win one of ten all-expense paid trips to Caesars Palace in Las Vegas.

The \$5 casino-themed instant game ticket offers players up to 15 chances to win prizes ranging from \$5 to \$300,000, and \$14 million in total prizes. The Caesars jackpot game also offers players a second chance to win a trip to Caesars Palace in Las Vegas. Each winning trip includes roundtrip airfare and five-day hotel accommodations for two people as well as \$1,000 spending money.

The deadline to enter the second chance contest is May 23, 2016.

The game is available at retailers across the state.

ESPORTS DRAWS INVESTORS, INDUSTRY ANTICIPATES LEGALIZED GAMBLING

On January 4, 2016, Fortune Magazine published an interview with the NBA's Dallas Mavericks owner and popular investor Mark Cuban regarding his recent investments in eSports and eSports wagering companies. The interview follows an increased interest in the activity, including significant attention and discussion at the 2015 Global Gaming Expo, as the gambling industry continues to evaluate the potential of the industry.

In discussing his investment into eSports online wagering company UNIKRN and the potential for sports wagering in the United States, Mr. Cuban stated that "gambling is available in more than 100 countries. Combine that with the explosive growth of eSports and I saw it as a great investment.... [sports betting], it's inevitable. It will take some time for the courts to overcome the grandstanding by a few district attorneys, but once that happens I think we will see a slow but sure availability of

gambling across the country."

eSports, in which individuals or teams compete against each other in popular video games, was a topic that received attention as a potentially large market for gambling expansion at this year's Global Gaming Expo. The show's final keynote featured Rahul Sood, CEO and co-founder of UNIKRN. Mr. Sood expressed his enthusiasm for the market's growth, noting the eSports wagering market is approximately as large as the NHL market, and growth predictions indicate that total wagering may eclipse bets placed on NFL events within the next few years. According to its website, UNIKRN currently offers real money wagering in the UK, Ireland, Australia, and New Zealand.

UNIKRN has received significant attention from famous investors, including Mr. Cuban and actor Ashton Kutcher, who reportedly invested in the company in September 2015.

According to an Eilers Research report on the eSports market, "eSports betting has remained under the radar due to low visibility into the financial performance of the product and a mainstream blind spot regarding the very existence of such activity. Both forces are starting to subside, revealing a space where we estimate fans will wager over a quarter of a billion dollars on the outcome of eSports events in 2015 – a number that will exceed \$23bn by 2020."