



Dear Valued Partner,

The last few weeks have been exciting times both at WMS and for me personally, and I wanted to take this opportunity to introduce myself and review the recent changes WMS has implemented to further strengthen our partnership with you.

This past February, we re-aligned our North American sales and operations structure and I assumed the role of Vice President and General Manager, Western Sales and Operations. I have relocated to Las Vegas from our Chicago technology campus, where I served as the Vice President of Marketing for the past five years. Our Western Sales team is energized by the new structure, as it underscores WMS' commitment to increase our customer interactions in order to serve you better and make you more aware of our future technology and product solutions.

As WMS has grown, we've recognized the need to elevate and transform the way we engage with our customers to ensure that our partnership with you delivers the highest levels of performance, value and service.

I look forward to engaging with you over the coming months, as we are making plans for a series of customer forums at our showroom in Las Vegas. Before we meet in person, let me introduce myself: I joined WMS in 2000 in the Las Vegas office and served in multiple sales roles until being named Vice President of Marketing for the company in 2005. During my time at WMS I have worked side-by-side with our customers to demonstrate the benefits to be gained from our technology and product initiatives. As a member of WMS' Executive Committee and Vision Team, I understand where we are as an organization, where we intend to go over time and how we see the future of the casino experience evolving. It is my goal to share this vision with you and to ensure your voice and feedback are part of our strategic planning efforts.

Working directly with me are Jim Heater, Executive Director of Southwest Regional Operations, and Troy Fenn, National Accounts Manager. Jim has been leading our Las Vegas office for the past year, and during this time we've made great strides in managing our core business throughout Nevada and California. Troy plays a critical role in working with our national accounts to streamline volume orders and facilitate rollout strategies for multi-site customers. Jim, Troy and my full team will join me in further expanding WMS' touch points so that you can be more connected than ever to our vision and long term strategies.

The highest value I can provide you now is to make sure I am facilitating the flow of information between us at optimal levels. Your voice, opinions and feedback are key to our efforts toward profitable gaming solutions both today and in the future.

I appreciate the opportunity to introduce myself and briefly explain how WMS is continually striving to be a better partner for you. I look forward to working with you and hosting you the next time you are in Las Vegas. In the meantime, we will communicate regularly to share our perspectives on ways to optimize the value of your gaming floor and our capabilities.

Best regards,

Rob Bone
WMS Gaming
Vice President and General Manager, Western Sales and Operations