



\$10 BILLION SPORTS GAMING MARKET FOR NEW JERSEY

Las Vegas Sports Consultants (LVSC), a division of Cantor Gaming, estimates the state of New Jersey could see a \$10 billion market by 2011 if sports betting were permitted at its casinos and racetracks, as well as Internet and telephone wagering by state residents.

“Given the easy access to its casinos and tracks available to large feeder markets and the state’s own high-density population, we see New Jersey’s sports gaming market as potentially much larger than currently available in Nevada,” said Kenny White, chief operating officer of LVSC.

LVSC’s analysis utilizes comparisons of related data sets between New Jersey and the Nevada sports gaming industry. The data included comparisons between feeder market populations, historical revenue figures and yearly average hold percentages for sports gaming operators. The analysis also takes into account in-state Internet and telephone account wagering potential, which is far greater than Nevada due to New Jersey’s substantial state population.

“The potential for casinos and tracks is already very high,” said White, “but when in-state Internet and telephone account wagering is factored in, the result more than doubles the yearly market size”.

Key Numbers:

- Projected total handle of \$9.2 billion in 2010, increasing to \$10.2 billion in 2011
- Projected total win of \$607 million in 2010, increasing to \$668 million in 2011
- 2011 total casino & track wagering would exceed \$3.7 billion
- 2011 total Internet and telephone wagering would exceed \$6.4 billion
- New Jersey feeder market population of 55.5 million
- Nevada feeder market population only 40.8 million

About Las Vegas Sports Consultants (LVSC)

Las Vegas Sports Consultants, Inc. (LVSC) is a division of Cantor Gaming. Since 1982, LVSC is the world’s largest odds making company, blending online technology with personal service to provide odds and point spreads to all major Las Vegas and international sports books. The LVSC consensus line remains the most valued commodity for sports gaming all over the world. LVSC is the world’s most respected authority because of its available comprehensive collection of sports gaming resources. For more information, visit www.LVSC.com or www.cantorgaming.com.

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