



**FOR IMMEDIATE RELEASE**

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## **BULLY'S AND SMOKIN' LOCATIONS NOW THE EXCLUSIVE PROVIDER OF GAMBLERS BONUS IN NORTHERN NEVADA**

### ***New Enhanced Interactive Gamblers Bonus Advantage to Launch January 2015***

**RENO, Nev. (December 17, 2014)** – A keystone product of Century Gaming Technologies, Gamblers Bonus is the largest and most recognized locals-oriented players club in Nevada. Bully's is pleased to announce they will be the exclusive provider of the Gamblers Bonus players club for the entire Reno/Sparks/Carson City area in 2015.

When United Coin sold its Reno route operation in June of 2013, it was generally thought Gamblers Bonus would be phased out of the Reno area at the end of December 2014. Jo Sonner of Bully's Sports Bar & Grill had other plans however, and was able to strike a unique deal with Century Gaming Technologies to keep Gamblers Bonus in Northern Nevada. This exclusive arrangement gives all current Gamblers Bonus members a place to play their favorite Gamblers Bonus games without losing their earned points or their Four of a Kind Bingo card progress at all Bully's and Smokin' locations.

"We're excited to say that Gamblers Bonus is here to stay," said Sonner. "As the exclusive provider of Gamblers Bonus – and coming in 2015, Interactive Gamblers Bonus Advantage – we look forward to providing our customers, and all of Reno, with the club so many players have come to know and love."

Century Gaming's newest promotional package, Interactive Gamblers Bonus Advantage, will be installed in early January and will provide all of the same benefits as traditional Gamblers Bonus with an interactive twist, adding exciting bonus games and a virtual drawing system, among other benefits. This new interactive package offers players one of the most advanced player loyalty systems on the market today, making playing at a Bully's or Smokin' Gamblers Bonus location more rewarding and more exciting than ever before.

For more information on any of the Bully's Sports Bar & Grill and Smokin' locations throughout Northern Nevada, log on to [www.BullysSportsBar.com](http://www.BullysSportsBar.com).

#### **About Bully's Sports Bar & Grill**

*A privately owned chain of sports bars and restaurants, Bully's Sports Bar & Grill has been voted "Northern Nevada's Best Sports Bar" each year since its opening in 1994. Offering unparalleled sports viewing, video poker for adults and game rooms for the kids, Bully's is dedicated to serving fresh, delicious food and beverages in an inviting and family friendly environment. Bully's offers a full menu serving everything from breakfast to dinner and vegetarian selections at locations throughout Northern Nevada. Bully's encourages responsible consumption of alcoholic beverages.*

*Bully's Sports Bar & Grill has a license from Bully's Corp. of San Diego, California, for use of the Bully's name. Bully's Corp. holds the rights to the Bully's name under federal registration #1481972. Bully's Sports Bar & Grill is not otherwise affiliated with Bully's Corp. Restaurants.*

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