



## Press Release

For Immediate Release

### **The Downs Racetrack & Casino Implements Bally Technologies Systems to Provide Advanced Gaming Experience**

*New Systems Allow More Interactive Gaming for Casino Guests*

**Albuquerque, N.M. – September 18, 2013** – The Downs Racetrack & Casino, located in the heart of Albuquerque, N.M., announces the implementation of Bally Technologies systems at its new, state-of-the-art gaming facility which opened in July. The casino has installed Bally Technologies iView Display Manager (DM)<sup>™</sup>, a system which presents self-service player account information, special marketing messages, and bonus games directly to the guest through each individual slot machine. The casino will also provide the Elite Bonusing Suite (EBS)<sup>™</sup> which provides exciting real-time interactive gaming options when used with the iView DM.

“We are thrilled to provide Bally Technologies iView DM and EBS to provide the most technologically advanced and interactive gaming options for our guests,” said Scott

--more--

**Bally Technologies**  
**Page 2**

Eldredge, chief operating officer at The Downs Racetrack & Casino. “With these incredible systems, we can offer the most current and cutting-edge technologies in gaming. The Bally Technologies systems allow us to continue as an industry leader in New Mexico and throughout the gaming community.”

With the iView DM and EBS systems, The Downs Racetrack & Casino will provide guests with personalized interactive gaming options. The casino has debuted this technology with the Virtual Downs Derby which allows guests to view and wager on an interactive virtual horse races without leaving their machine. The EBS will also be used to present interactive promotions such as U-Spin Bonusing™, a virtual wheel that players can spin themselves for special bonuses, and DM Tournaments™, which offers live slot tournaments throughout the casino floor with real-time leader boards and additional notifications.

In addition, the systems will provide personalized promotions for each guest as well as the chance to earn specific rewards or offerings tailored to their preferences. “The Bally Technologies systems really help us to create an individualized gaming experience and we are proud to be able to provide such customized options to fit the preferences each of our players,” said Eldredge.

Bally Technologies, based in Las Vegas, Nev., is a leader in stats, video machines, casino management, interactive applications, and networked and server-based systems for the global gaming industry.

--more--

**Bally Technologies**  
**Page 3**

For more information on The Downs Racetrack & Casino, please visit [www.abqdowns.com](http://www.abqdowns.com) or call (505) 767-7171.

###

**About The Downs Racetrack & Casino**

The Downs Racetrack & Casino is a premier gaming facility which offers an exciting and modern gaming experience for Albuquerque residents. Located in the heart of Albuquerque, near the intersection of Louisiana Blvd. and Central Ave., The Downs Racetrack & Casino is the only casino located within the city limits. It features 700 slot machines, a live horse racing venue, simulcast and parimutuel wagering options, a contemporary bar and First Turn Lounge, gourmet food at The Crown Room fine dining restaurant, a food court, and much more. For more information, please visit [www.abqdowns.com](http://www.abqdowns.com) or call (505) 767-7171.

Media Contact: Dorothy Hornbeck, (505) 340-5929 or [dorothyh@h2ragency.com](mailto:dorothyh@h2ragency.com)