

# INNOVATING RESPONSIBLY: THE DIAMOND GAME PHILOSOPHY

Like others in the public gaming industry, Diamond Game enthusiastically embraces the goal of Responsible Gambling. March is Problem Gambling Awareness Month (PGAM) and the National Council on Problem Gambling (NCPG) encouraged everyone to “have the conversation about problem gambling.” As a Silver Member of the NCPG, an organization that is the national advocate for programs and services for problem gamblers and their families, Diamond Game supports the campaign by embarking on a new initiative to further its focus and investment in responsible gambling.

her limits is a happier consumer who is more likely to enjoy recreational gaming and play responsibly for many years. Put a different way, the Responsible Gambling approach is the more sustainable business model and actually yields a higher lifetime value of the customer.

To Diamond Game, the best way to optimize the long-term profitability of the industry is to maximize entertainment value and Responsible Gambling – that’s the Diamond Game philosophy. Most important, though, is that the Responsible Gambling approach is just the right thing to do.

Responsible Gambling, both for the benefit of the consumer and for the long-term health of the gaming industry. Diamond Game displays Responsible Gambling messages and problem gambling hotlines on its player-facing products and collateral. Many of its games also incorporate a Responsible Gambling clock that allows players to keep track of how long they’ve been playing. As Sara Navidazar, Diamond Game’s Director of Marketing, explains, “It’s just as important to remind players to play responsibly as it is to get players excited about a new game or high jackpot. As a Company that aims to bring thrilling gaming experiences to players, we also value the health and well-being of our players and communities.” ■

The best way to optimize the long-term profitability of the industry is to maximize entertainment value and Responsible Gambling. The consumer who plays within her limits is a happier consumer who is more likely to enjoy recreational gaming and play responsibly for many years.

To that end, Diamond Game recently began utilizing resources offered by GAM-GaRD, a tool that aids the design of responsible games and helps to achieve a balance between profitable, entertaining, and responsible game play. Instead of thinking of these goals as requiring compromise and trade-offs, Diamond Game has always viewed them as mutually compatible. The consumer who plays within

GAM-GaRD is recognized by the WLA as meeting the “Responsible Game Design” criteria for level IV certification. The GAM-GaRD service also includes the Responsible Gambling Knowledge Centre which identifies the most suitable responsible gambling tools and features for specific games.

Diamond Game is also committed to raising awareness of the importance of

## About Diamond Game:

*Diamond Game designs, produces, and services games, gaming systems, and tickets for the public gaming, Native American, and charity markets. Diamond Game continuously develops new and thrilling gaming experiences to meet the needs of a variety of gaming markets and play-styles. Diamond Game maintains its corporate headquarters in Los Angeles, California and service facilities in Hamilton, Ontario, and Jefferson City, Missouri. Diamond Game is a wholly-owned subsidiary of INNOVA Gaming Group Inc. (TSX: IGG). Learn more about Diamond Game at [www.diamondgame.com](http://www.diamondgame.com).*