



Engaged Nation to Give Away \$35,000 Gamification Package at NIGA 2019

Pioneers of Gamified Marketing to Showcase New Games and Expanded Configurations of Award-Winning REACH System

LAS VEGAS, Nevada (March 28, 2019) – Engaged Nation, the experts in online gamified marketing, announced their product lineup and a unique giveaway for the National Indian Gaming Association’s (NIGA) upcoming 35th annual Indian Gaming Tradeshow & Convention in San Diego on April 3 and 4, 2019. The company, whose award-winning REACH system of online customer engagement has been used by casinos across the country for the past ten years, will showcase new games and expanded configurations at Booth #2342 while simultaneously hosting a drawing for a pair of gamified football promotions, valued at \$35,000.

The REACH system is a fully-immersive online-to-on-floor customer engagement platform that is configured for short-term or year-round boosts to properties’ bottom line revenue. It has been utilized by gaming operators and manufacturers to build lasting brand loyalty, reactivate dormant and declining customers, drive incremental play to new slot machines, and uniquely deliver internal team communications and training. REACH has earned numerous industry awards for its ability to turn average players into brand ambassadors, most recently garnering the title of “Best Interactive Content Platform” during the MarTech Breakthrough Awards.

“I’m so excited to show off some of the new features we’ve been using—and *will be* using—in our clients’ REACH platforms,” said Jerry Epstein, Engaged Nation CEO. “And games galore! *Puzzle, Skeeball, Crazy Car*—my personal favorite—we have so many new ways to entertain and educate players in a way that makes them feel *connected* to their local casino rather than just looking to redeem some one-time offer.”

Starting Monday, April 1, select NIGA 2019 attendees will receive gamified emails to Engaged Nation’s *Gridiron Grab* game that will award booth swag and entries into a grand prize drawing for a \$35,000 gamification package that includes the *\$1 Million Pro Football Frenzy* and *\$100,000 Pro Football Playoff Challenge*, two programs that drove significant incremental visits and revenue to participating casinos throughout the past football season and playoffs.

“It’s no April Fools’ joke,” said Epstein. “We want to give NIGA attendees a first-hand look at how REACH works and why it’s been so effective for a decade now.”

Attendees who play and earn drawing entries in *Gridiron Grab* will be prompted to visit Engaged Nation at Booth #2342 to play another game that will activate their entries. This online-to-on-floor customer engagement cycle is the same strategy that casinos

have been using to drive incremental visits with Engaged Nation's patent-pending technology.

The *\$1 Million Pro Football Frenzy* and *\$100,000 Pro Football Playoff Challenge* will be on full-display at Engaged Nation's booth, in addition to the college basketball-inspired *Million Dollar March Mania Challenge*, which is currently being used by casinos from coast to coast. The company will also present a demo portal that includes nearly every game and feature that REACH offers—virtual currency, drawing entries, instant rewards, redeemable rewards, leveling up, leaderboards, and more.

About Engaged Nation

Founded in 2008, Engaged Nation is the leader in strategic gamified marketing with its patent-pending REACH™ system. Using multiple digital platforms that educate and entertain, REACH™ creates a customer engagement cycle that repeatedly engages, incentivizes and retains existing customers, reactivates dormant customers, drives new customer acquisition, and creates true brand ambassadors who generate significant incremental revenue for businesses. For more information about REACH™ and the company's suite of gamified digital engagement configurations, please visit www.engagednation.com or call 702-778-0701.

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1 Image Attached

NIGA_Gridiron_Grab_03.jpg

