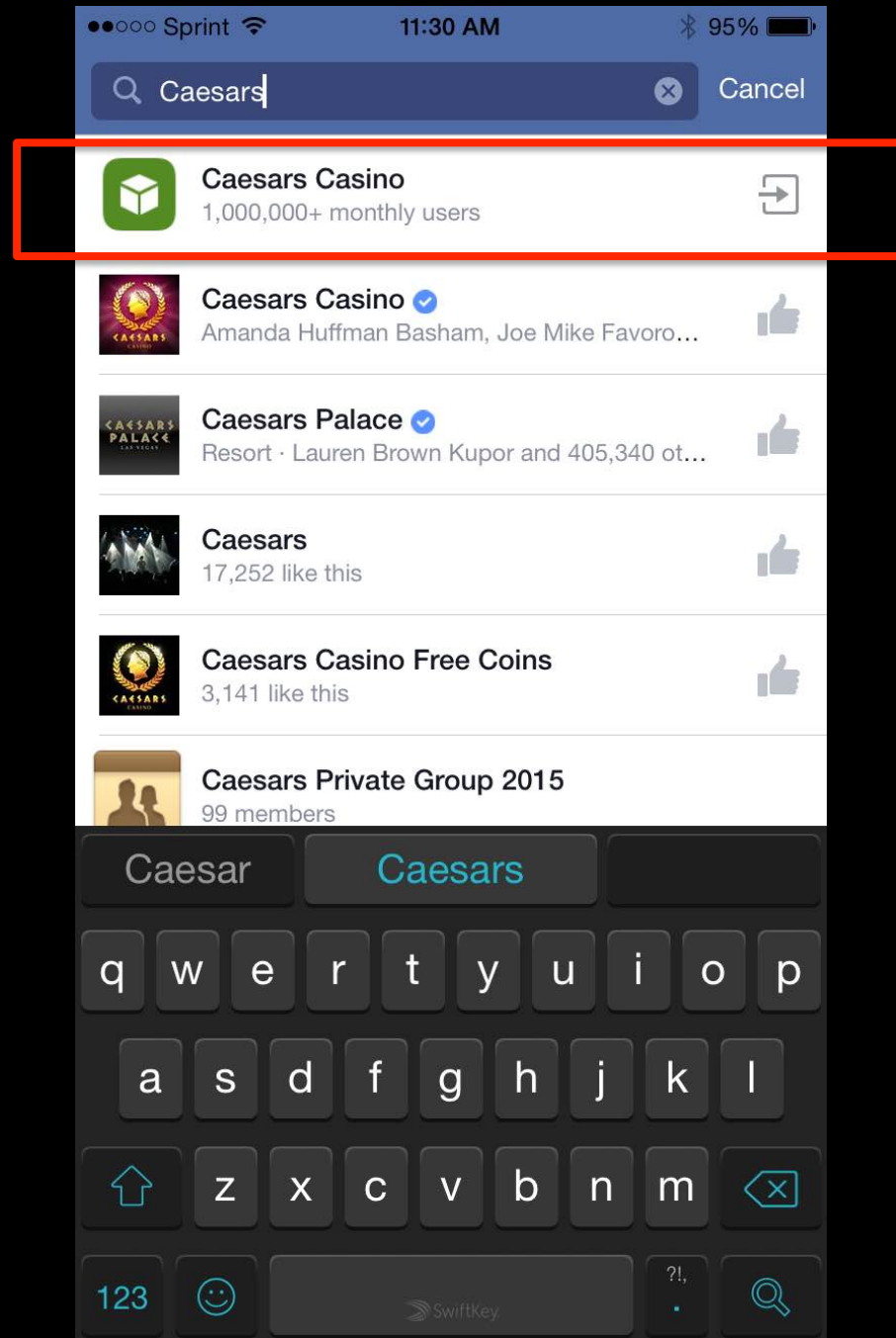


How easy is it for kids
to gamble online?

VERY!

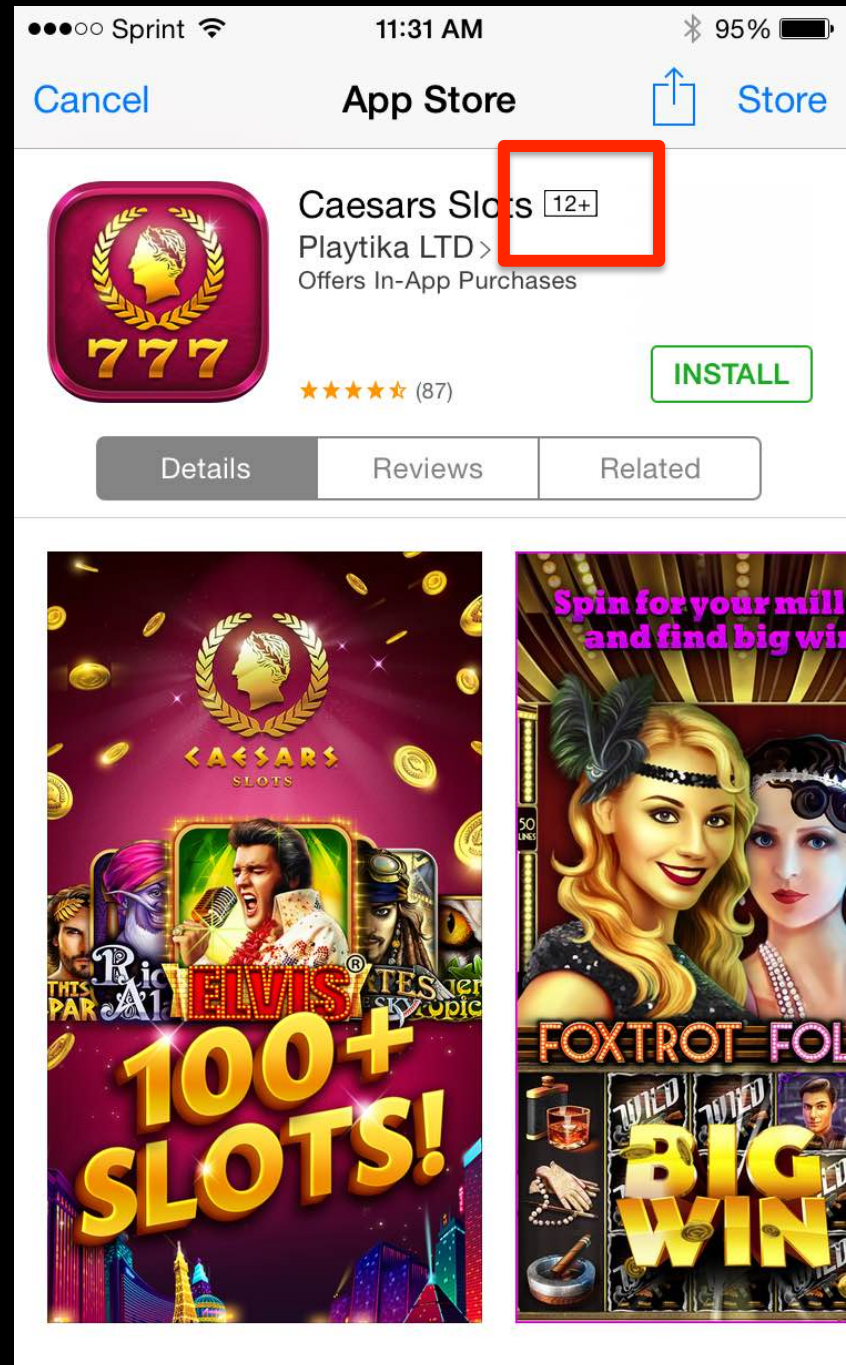
There are thousands of Facebook apps that simulate casino games.

Caesars Slots is one of the largest, with more than one million monthly users.



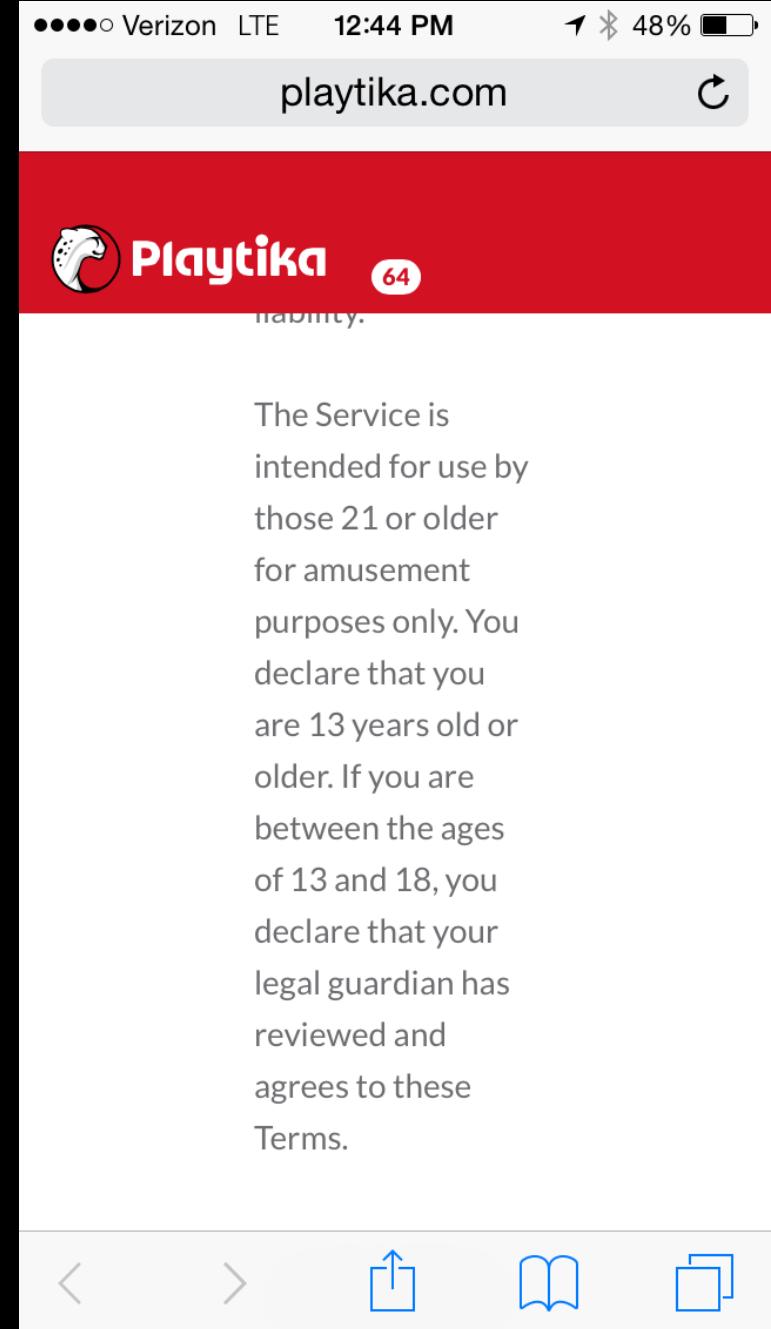
With one click, a child can easily download the app to any smartphone or mobile device.

This app is advertised as appropriate for ages 12+.

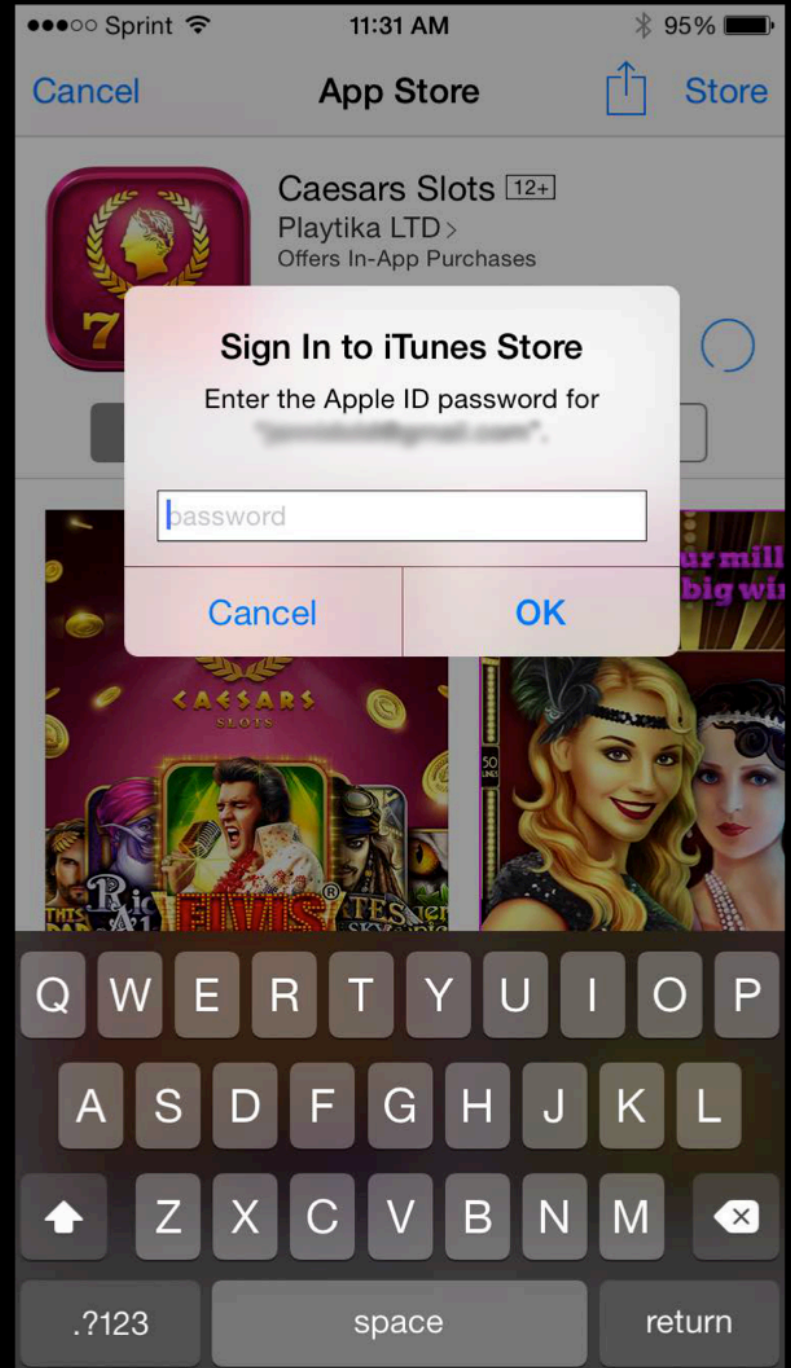


However, the app terms of service claim intended use is for those 21 and over.

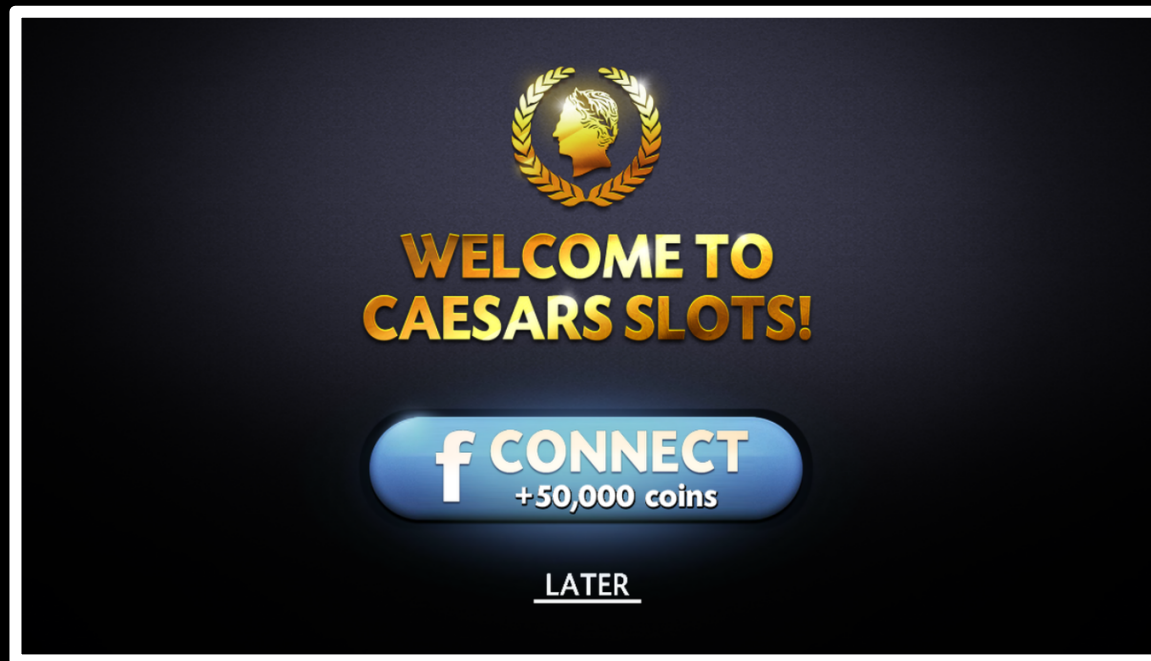
Despite this warning, there is no age verification process beyond “self declaration” of age.



The only barrier to download the app is knowledge of an iTunes Store password.



Upon opening the app for the first time, players are encouraged to connect with Facebook to earn free coins.



The games are designed to play with one touch and feature bright colors and a simple setup that's very easy for children to understand and play.



After only one spin, players are immediately bombarded with pop-up messages to get more coins.

Pop-up messages include strong call-to-actions and sense of urgency, including a count-down clock.



Players are then encouraged to *purchase* digital gaming coins.

In essence, real money is now being used to gamble online.

The screenshot shows a 'COIN STORE LEVEL 1' interface for 'BUY COINS!'. The store offers six purchase options, each with a status point bonus. The 42,000 coin option is marked as 'MOST POPULAR' and has a checkmark. The 325,000 coin option is marked as 'BEST VALUE'. A 'GOLDEN ROOM' label is on the left, and a 'DOUBLE' button is at the top right. A 'BUY COINS' button is at the bottom center, and a 'Secure Payment' icon is at the bottom right. The text '*Amounts shown are final.' is at the bottom right.

Coins	Free Bonus	Total Coins	Price (USD)	Label
325,000	FREE 30%	422,500	99.99 USD	BEST VALUE
111,000	FREE 20%	133,200	49.99 USD	
42,000	FREE 10%	46,200	19.99 USD	MOST POPULAR
20,000	FREE 10%	22,000	9.99 USD	
10,000	FREE 0%	10,000	4.99 USD	
3,800	FREE 0%	3,800	1.99 USD	

Bronze benefits:
260 Status Points

Secure Payment
*Amounts shown are final.

Purchasing digital coins is as simple as clicking “Buy.” There is no barrier to purchase since players have already signed into the iTunes Store.

