BOB MILLER
Governor

STATE OF NEVADA

WILLIAM A. BIBLE, *Chairman*
STEVE DUCHARME, *Member*
C. BRIAN HARRIS, *Member*

GAMING CONTROL BOARD
1150 E. William St., Carson City, NV 89710
4220 S. Maryland Pkwy., Bldg. D, Las Vegas, NV 89158
495 Apple St., Reno, NV 89502

February 24, 1994

TO: **ALL NONRESTRICTED GAMING LICENSEES**

SUBJECT: **ADVERTISING CLAIMS**

The Board has recently noticed that licensees are making a number of advertising claims, particularly on area billboards, cab signs, and newspaper ads which raise certain concerns. To note just a few, claims that a location has the "best payback ... maybe in the world," "... the most liberal slots," or "loosest slots in town" may be an exaggeration that cannot be factually supported.

Regulation 5.011(4) provides that a licensees' "...failure to conduct advertising and public relations activities in accordance with decency, dignity, good taste, honesty, and inoffensiveness..." may be determined to be an unsuitable method of operation. Licensees who are making claims such as those detailed above should be fully prepared to substantiate them with solid information that details how they compare to all other individual licensees.

Please feel free to contact my office if you have questions in this area.

Sincerely,

William A. Bible, Chairman

WAB/JH/tm