



Jurassic Park is a trademark and copyright of Universal Studios and Amblin Entertainment, Inc. Licensed by Universal Studios Licensing LLC. All Rights Reserved.

JURASSIC PARK™

NEW GAMES MARKETING PACK

13 JUNE 2014

CONTENTS

[CLICK TO PAGE]

PAGE

03

09

10

11

12

13

15

16

17

18

19

20

21

23

26

27

28



Brand Rules

This game marketing pack and the brand guidelines are only applicable to JURASSIC PARK™.

All images created for game marketing material and press releases must comply with the following rules. Please note that these rules may be updated from time to time without advance notice. It is solely your responsibility to remain aware and informed of such rules.

No ownership interest in or to the Jurassic Park™ title, trademarks, names, logos, artwork, photographs, characters or other intellectual property (the “Jurassic Park™ Property”) is conferred by these guidelines. ALL material using, incorporating or otherwise referencing the Jurassic Park™ game, including but not limited to marketing material including press releases, must be approved by the licensor, Universal Studios Licensing LLC (“Universal”), and Microgaming, before being released.

The approval process is outlined below:

1. Send all item(s) that require approval to branding@microgaming.co.uk. At this stage the Microgaming branding team may pick up on issues or concerns which may result in non-approval. The branding team will advise a way forward in cases like this.
2. When a submission is sent to Universal for review, your Account Manager will be copied in and given a reference number for the request.
3. Universal will respond with approval or feedback on the changes that need to be made in order for it to be approved.
4. Universal will require copies of all final versions of all artwork, PR and campaigns.

Please allow time for all approvals. It is highly recommended that concepts and scamps are sent through for feedback prior to final artwork being produced in order to speed up the process and minimise costs.

Universal reserves the right to demand the removal of any non-approved or otherwise unacceptable content using, incorporating or otherwise referencing the Jurassic Park™ Property, as determined in Universal's sole discretion, and Microgaming will promptly take action to remove such content.



Disclaimers

The following legal notice must be used on all marketing materials and press releases:

Jurassic Park is a trademark and copyright of Universal Studios and Amblin Entertainment, Inc. Licensed by Universal Studios Licensing LLC. All rights reserved.

No alteration or reproduction of any official Universal or Jurassic Park™ logo will be approved.

The legal notice may be translated into local language(s), however, all other information should remain in English.

Shortened version

™ & © Universal Studios and Amblin

The full legal line should be used wherever possible, however for digital marketing or where space is restricted, the shortened version is acceptable. Where space is limited, for example, on online buttons, please ensure that the legal line is clearly visible on the page where it appears and also on any subsequent landing pages.

Property name

All references to Jurassic Park™ must be qualified with “Slot” or “Online Slot Game,” etc. The trademark designation “™” must appear next to the “Jurassic Park” title if used as the title treatment of the game in promotional and marketing materials. The “™” has to appear each time Jurassic Park™ is used in promotional and marketing materials.

All use and reference of the Jurassic Park™ Property must be submitted to the licensor for approval.



Prohibited uses

Please do not refer to anything listed below, known as prohibited uses:

- Except as specifically permitted herein and as approved by Universal and Microgaming, no use of the first or last names of, or the image, photo, likeness, silhouette, voice or other depiction of the actors in, or writers, directors or producers of, the Jurassic Park™ Property, including but not limited to, Steven Spielberg.
- No use, incorporation or other reference to any of the other Jurassic Park™ franchise movies, including, but not limited to: title, trademarks, names, logos, artwork, photographs, characters or other intellectual property associated with The Lost World: Jurassic Park, and Jurassic Park III, or any other prequel(s) or sequel(s) thereto. Although Microgaming is a licensee of Universal for the Jurassic Park, The Lost World: Jurassic Park, and Jurassic Park III titles, this game is based solely on the first Jurassic Park™ film.
- No slander, defamation or denigration of any real person or organization (historical or present day).
- No profanity, vulgar, hate language or graphically violent images.
- No explicit sexual language, images or graphics.
- No derogatory reference to race, gender, religion, age, sexual orientation, nationality, mental handicap, obesity, physical impairment or economic status.
- No reference to drugs or medication, whether legal or illicit.
- No association with or reference to any political party or position, or any governmental office, organization, agency or department.



Allowable uses

Below is a list of the character names, locations, words and phrases associated with the Jurassic Park™ Property which may be referred to, subject to the Universal and Microgaming approval process as set forth above. Please ensure the correct spelling is used:

• Isla Nubar	• Dr. Ellie Sattler	• Lex Murphy
• Dr. Alan Grant	• John Hammond	• Tim Murphy
• Dr. Ian Malcom	• Dr. Martin 'Marty' Guitierrez	• Dr. Lewis Dodgson
• John Arnold	• Dr. Gerry Harding	• Dennis Nedry
• Donald Gennaro	• Robert Muldoon	• Dr. Henry Wu
• Ed Regis	• Tyrannosaurus (T-Rex)	• Velociraptor
• Triceratops	• Stegosaurus	• Parasaurolophus
• Gallimimus	• Brachiosaurus	• Dilophosaurus
• Compsognathus	• Pteranodon	• Apatosaurus
• Herrerasaurus	• Troodon	• InGen
• International Genetic Technologies Inc.		



Creative

Only assets described and approved as provided within this document may be used to advertise and promote the game.

The Jurassic Park™ Online Slot logo must be present when images from the Jurassic Park™ online slot game are used. Please do not use images in isolation, they must be kept in context of the online slot game.

For creative and PR, please ensure that in the first instance where Jurassic Park™ is stated, the trademark symbol is clearly visible.

Actor names and images

Only assets contained within this pack can be used in advertising and promotional materials and submitted to Universal and Microgaming for approval. Characters that do not appear in the game may NOT be used in advertising and promotional materials. To be clear, you may not use the actors' names (e.g. Jeff Goldblum, Sam Neill and Sir Richard Attenborough). You may only refer to their movie character names (e.g., Dr. Ian Malcolm, Dr. Alan Grant or John Hammond).

You may not incorporate or otherwise reference any of the other Jurassic Park™ franchise movies, including, but not limited to: title, trademarks, names, logos, artwork, photographs, characters or other intellectual property associated with The Lost World: Jurassic Park, and Jurassic Park III, or any other prequel(s) or sequel(s) thereto.

Partnering with other film IP / characters

Creating marketing materials that use multiple brands (e.g. mixing images from Jurassic Park™ Online Slot with another game, for example, Lara Croft Tomb Raider™) is not allowed, assets need to be kept completely separate and game availability noted.

You may not use any content owned or controlled by a third party. Advertising of any businesses, products or services of a third party is not



allowed in connection with marketing materials and press releases which use, incorporate or otherwise reference the Jurassic Park™ Property and the online slot game; except, however, that the Jurassic Park™ branding created pursuant to these rules can be included in animated web banners which contains other branded content, provided that it is on a separate frame. A clear “call to action” (“CTA”), such as “click here to play,” will be necessary when using Jurassic Park™ in conjunction with other brands.

Do not mix branded content on the same piece of artwork except as expressly provided above (i.e. montaging Jurassic Park™ with other branded content is not acceptable). A montage created using only Jurassic Park™ Property images may be acceptable, however, it must first be approved as provided above.

Partnering with other companies / brands

Please do not enter into partnerships as they trigger endorsement/sponsorship/commercial tie-in clauses and will need to be reviewed on a case-by-case basis (e.g. Jurassic Park™ Online Slot partnerships with World Cup football, Coca-cola beverages, Sony PlayStation).

Promotional language

All artwork, PR and campaigns, will need at least 10 working business days in order for Microgaming and Universal to approve or disapprove requests. No artwork, PR or campaign may be released unless and until it has been approved by Microgaming and Universal.

Press Release <to be added later by PR team>



When you gotta go, you gotta go.

Welcome.... To Jurassic Park™

Creation is an act of sheer will.

The planet has survived everything, in its time. It will certainly survive us.

Life finds a way.

Just think of it as ... kind of a big cow.

Man creates dinosaurs.

Must go faster!

Raptors are smart. Very smart.

You probably won't get off this island alive.

On this island there is no such thing as safe.



RMM: Rich Media Messaging

Virtual Pitboss Rich Media Messages (RMM's) are messages that contain rich content, such as Flash movies, HTML, and sound clips. We offer pre-defined templates that enable Operators to add text and personalisation to the message. We also allow Operators to configure the content, size and other parameters of their own templates. RMM's can be personalised for the player to include a range of parameters such as first name, bonus amount awarded, Free Spins outstanding, etc.

We offer 2 different types of RMM's for the marketing of new games: Teaser RMM's comprise an animated Flash movie embedded in a standard template, and are used by Operators to market their forthcoming games, while Text RMM's are templates that feature the game logo at the top, allowing plenty of space for operators to add their own promotional content.

Achievement RMM's:

As slot games become increasingly complex, a concept that is proving popular with players is that of Achievements, whereby the player reaches certain milestones within gameplay. With this in mind, we have also created RMM's that allow Operators to base promotions on in-game Achievements – for instance, certain Paytable combinations. Thus players can be guided through the process of racking up the various Achievements within a game while they're actually playing. This is a highly effective way of capturing and retaining player interest, and also offers other potential spin-offs – for example, players commonly take screenshots of their RMM's and send these to other players to brag or prove that they have unlocked a particular Achievement. As these screenshots are distributed amongst the online gaming community, they play a role in the viral/social marketing of the game.

In summary, RMM's are branded to look new and exciting; their purpose is to provide Operators with as much promotional material as possible, and to keep players playing for longer. New RMMs are released with every GAO and will automatically appear in the Template dropdown when setting up an RMM in Casper.



FILE NAME: SquareLogo_GraphicBackground

SquareLogo_PlainBackground

SIZE: 3000 x 3000 pixels

3000 x 3000 pixels

RESOLUTION: 300 dpi MODE: RGB



01_T-Rex



02_Velociraptors



03_Brachiosaurus



04_Triceratops



05_Dilophosaurus



06_AmberScatter



01_PrintAsset



02_PrintAsset



03_PrintAsset



04_PrintAsset



05_PrintAsset

Preferred Fonts

All body copy to be written in:
Arial

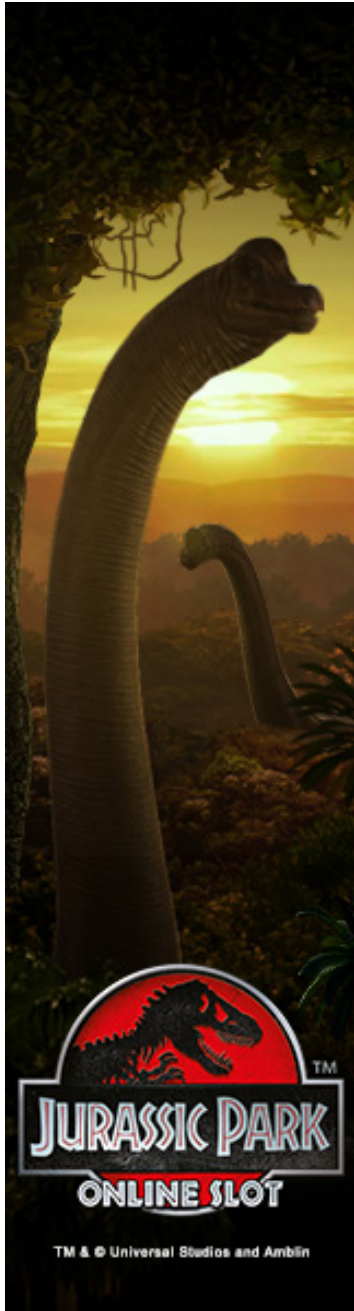
Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*)0123456789**

Headlines and straplines:
Century Gothic

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*)0123456789**



160 x 600 pixels



250 x 250 pixels



468 x 60 pixels



120 x 60 pixels



1024 x 250 pixels



1024 x 250 pixels



TM & © Universal Studios and Amblin



TM & © Universal Studios and Amblin



STATIC BUTTON OPTIONS

Round Button

Square Button

Clarion Button



TM & © Universal Studios and Amblin



TM & © Universal Studios and Amblin



TM & © Universal Studios and Amblin

ANIMATED BUTTON OPTIONS

RoundStaticToAnimation

Single Animation

RolloverToSlot



250 x 250 pixels



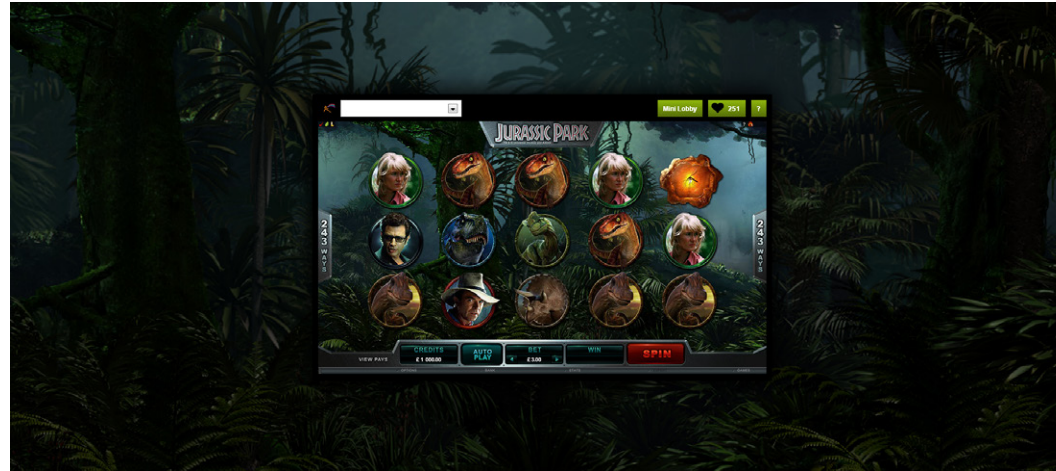
728 x 90 pixels



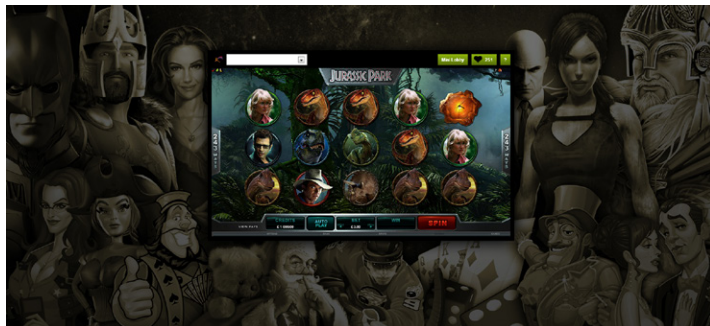
Logos



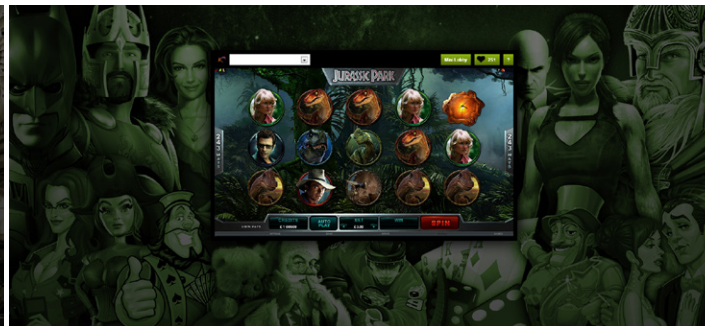
Symbols



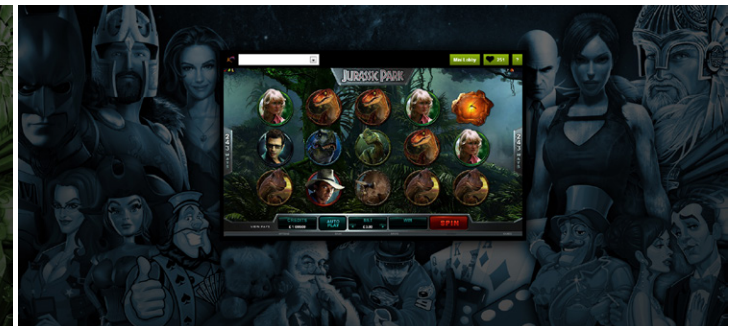
Game Specific Background



Generic Duotone_option 01



Generic Duotone_option 02



Generic Duotone_option 03



HTML Scrolling Background



English



French



Italian



German



Spanish



Danish



English



German



Spanish



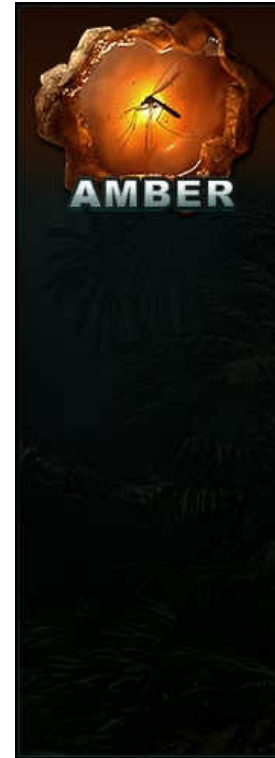
French

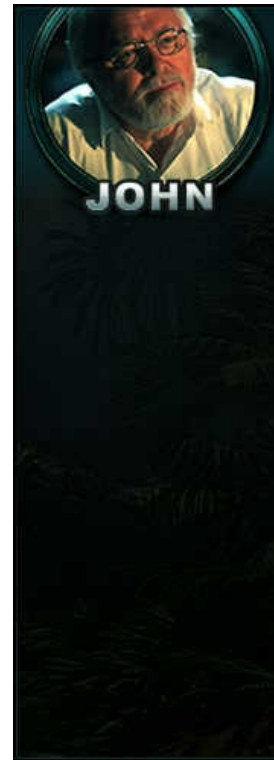
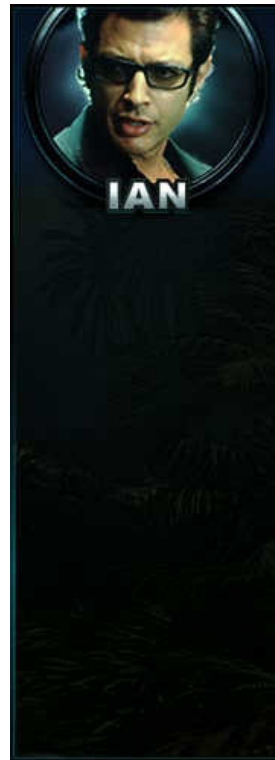


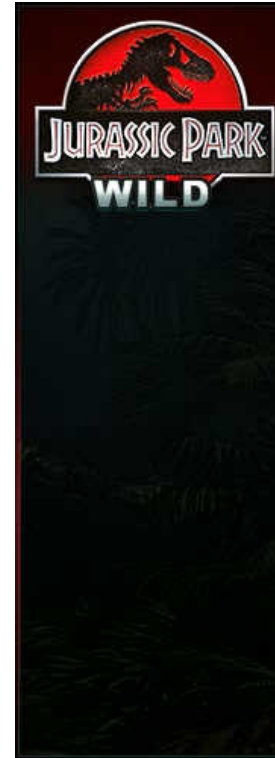
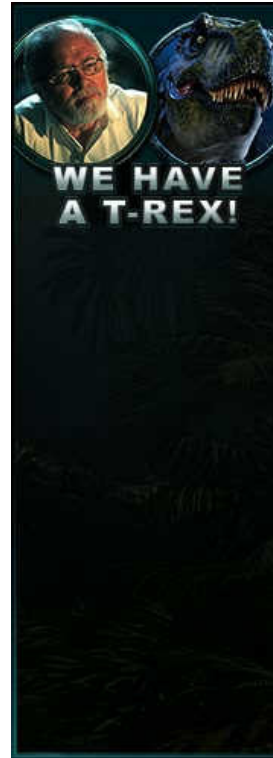
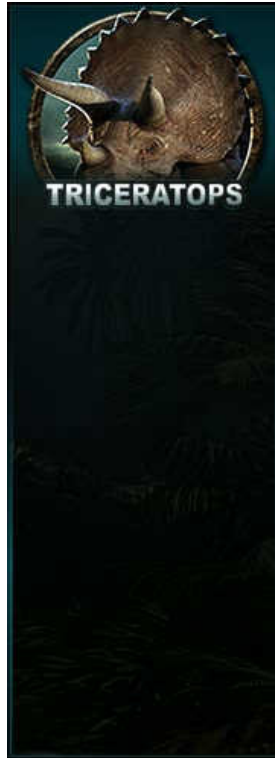
Italian



Danish









STATIC



ANIMATIONS



