



BRITISH
COLUMBIA

The Best Place on Earth

Know your limit, play within it.

Log: #345647

March 1, 2007

TO: Electronic Gaming Equipment (Slot Machine) Suppliers and/or Manufacturers

**RE: Certification of No Intentional Subliminal Advertising or Messaging
Contained in Electronic Games**

Effective immediately, all electronic games submitted for independent testing for use in British Columbia must include in the submission letter, a statement certifying that there is no intentional subliminal advertising and/or messaging contained in the game or related game and payable software. Failure to provide this information may result in a refusal of certification for the gaming equipment pursuant to Section 75 of the *Gaming Control Act*.

Additionally, please confirm in writing to this office on or before March 31, 2007 that all electronic games, including related game and payable software, currently supplied by your company for use in British Columbia do not contain any intentional subliminal advertising or messaging.

If you have any questions, please contact me directly at telephone number (250) 356-0981.

Sincerely,

Rick Saville
Director of Registration

Pc: Derek Sturko, ADM, GPEB
Vic Poleschuk, President / CEO, BCLC
Gaming Laboratories International (GLI)
Technical Systems Testing (North America) (TST)
BMM North America Inc.
Nick Farley and Associates

Ministry of
Public Safety and
Solicitor General

Gaming Policy and
Enforcement Branch
Registration Division

Mailing Address:
PO BOX 9202 STN PROV GOVT
VICTORIA BC V8W 9J1
Telephone: (250) 356-0663
Facsimile: (250) 356-0782

Location / Courier Address:
Third Floor, 910 Government Street
Victoria, BC V8W 1X3

Web: www.pssg.gov.bc.ca/gaming