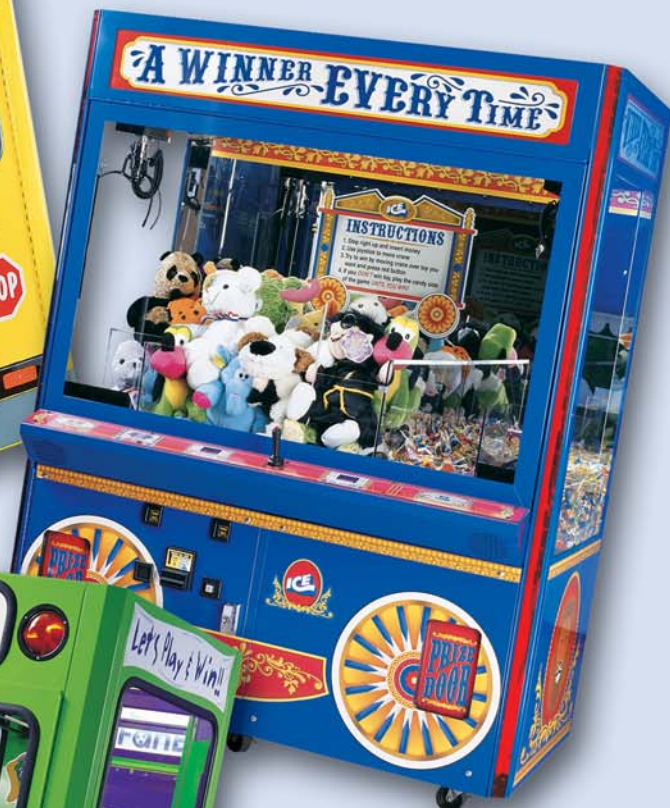




MERCHANDISE

101



MERCHANDISING 101

- 1.) You must have dedication in order to operate merchandise games. It requires work but the rewards can be **GREAT!**
- 2.) If you are new to this business, find a machine that you are comfortable with and then perfect its operation. Start off slow and then gradually build your merchandise business.
Example: Start with **plush** cranes and then gradually try **jewelry** cranes as they compliment each other and are in the same merchandise family.
- 3.) Your **merchandise** will drive sales.... Keep it **fresh** and **exciting**. Change with the seasons/holidays. **This will be a big key to your success!!!**
- 4.) Ask yourself this question???? Would you put money into your own machines??? Are you pleased with your presentation?
- 5.) Identify your target market... ask the location who is playing your games. Cater the merchandise to a specific clientele.
Example: If you players are predominately young girls, then find merchandise/plush that strictly appeals to them. (refer to "pretty in pink" crane in booklet).
- 6.) Get control of your payouts... allow customers to win! They will be back wanting more.
- 7.) If you have numerous merchandise games, consider appointing **Merchandise Specialist** within your company. This person must have a passion for driving sales and for purchasing the right items.
- 8.) Study your competition. Watch trends.
- 9.) **BE CREATIVE** & think out of the box.
Trial & error will be another key to your success!!!

*Pinnacle*TM



PLUSH BUSTM

Game Features

The all metal ICE cranes were designed with the operator in mind. Reliability, low maintenance, themed cabinetry and all metal construction are the key design features.

With nearly the entire construction made of metal, it was only natural to powder epoxy coat everything, inside and out. This provides the operator with a game that will certainly outlast its wooden counterparts for many years to come. The major advantages of all metal construction include:

-Vault like security -Long service life -Low maintenance -High Durability

The first step in ICE's new crane design was to select several leading cranes available on the market, observe and determine what problems can be or are causes of failure and costly down time.

Once this data was compiled, addressed, and corrected, we generated the PINNACLE, PLUSH BUS and PLUSH PALACE cranes as well as numerous off chutes.

Programming

The **second** favorite feature of the ICE crane is its ease in programming. With the manipulation of the joystick, operators can scroll down and change any option at will. Everything from game type to manual strength is controlled at this level. In addition, If at any time an ICE crane malfunctions, the game will light up 4 decimal points on the podium display which signifies an error code. The operator needs only unlock and open the front door and the error codes will be displayed one at a time on the left display. To move to the next error code, the operator needs to press the drop button.

Manual vs. Auto Percentaging

The **third** favorite feature of any ICE crane. Limits any mechanical adjustments i.e. claw mechanism or most commonly know as the bending of claw fingers.

MANUAL STRENGTH- This option allows the operator to set the strength of the claw for manual percentaging. Available claw strengths are 40-99 with 99 = 100% claw strength. Note: when in this mode, the claw will open and close with the strength set in this mode.

AUTO SKILL LEVELING- This option allows the operator to set the claw strength for the skill leveling mode. Available strengths are 40-99 with 99 = 100% claw strength. When in the auto skill leveling mode, the will, at bottoming, close with 100% strength and will then back off to the number set in this mode i.e. with this mode set to 75, the claw will, at bottoming, close with 100% strength then back off to 75.

42" CRANES

JEWELRY CRANES

The JEWELRY *Box*™



Jewelry cranes are as popular as ever. They compliment all plush cranes and will attract a new player to your merchandise games.

We have seen a huge resurgence in the jewelry crane business for the past couple of years.

We offer (3) models.... 30" , 34" and 42" jewelry cranes.

The 30" JEWELRY BOX is our most popular crane. It's ideal for locations with limited space. This crane holds approximately 30 pieces of merchandise.

The features on the jewelry crane are the same as all ICE cranes with the EXCEPTION of SKILL LEVELING. Programming is also done at the JOYSTICK.

An optional spinning diamond is available in the 34" and 42" models.

This is one of the best kept secrets in the industry for merchandise games. We have been in production of the Winner Every Time crane since 2003 and it continues to be one of the best earning cranes that we manufacture.

The premise behind this crane is that the player "plays" as he normally would any plush crane however if they fail to win a piece of merchandise a SECOND claw AUTOMATICALLY activates giving the player the opportunity to WIN a piece of candy.

We have seen operators get very creative with this product.

Operators will typically give away CANDY however many give away "left" over BULK vending items and in that case, their earnings skyrocket.

You can't miss this crane in any location.

Its bright, attractive & colorful look will attract many players. Its fantastic sound encourages REPEAT play.



WINNER EVERY TIME

WINNER EVERY TIME

BIG WINNER

the **BIG WINNER**



The ECONOMICAL crane from ICE with great construction and fabulous game play. This crane is perfect for the price sensitive buyer.

Like most economical cranes in our industry, the BIG WINNER is imported from CHINA.

The frame of the BIG WINNER is of aluminum construction and incorporates a characteristic that is very common to ICE cranes, our trademark **podium** for maximum security.

Unlike the ICE cranes, programming with BIG WINNER is very simple. Operators can adjust the PICK UP and CARRY STRENGTH by turning the control knob on the voltage indicator.

Skill leveling is NOT incorporated into this product.

This crane is ideal for many locations.... Restaurants, truck stops, family fun centers.



**BUT WAIT,
THERE'S
MORE...**

MIGHTY MINI

MIGHTY MINI™



Mighty Mini is a very unique twist on a merchandise game.

The game features a robotic moveable dinosaur and a movable PRIZE TUB. As the prize tub is turning, the dinosaur may be dropped at any time, by pressing the DROP DINO button on the control panel. After the dinosaur has been dropped into the prize tub, the lever on the side of the control panel may be pushed or pulled to “grab” a prize. After a few seconds, the dinosaur will begin to rise out of the prize tub with or without a prize.

Because of the size of this unit (43” H and 33” W) this unit is ideal for many locations. In particular, restaurants, family fun centers & arcades.

What we have noticed with the MIGHTY MINI merchandiser is that it attracts a NEW PLAYER over to your merchandise games. Typically, the young child who normally cannot play a traditional crane feels very COMFORTABLE with the mighty mini. In addition, its bright appearance, very colorful graphics, and neat game play are all contributing factors to its success.

We have found a FABULOUS merchandise mix for the mighty mini that will DRIVE earnings. Boys and Girls love dinosaurs and reptiles. We highly recommend that 60% of the merchandise that you use in this product is dinosaur related. The other 40% we highly recommended using merchandise that will appeal to girls.

What's very unique about the MIGHTY MINI is that you can operate many different items... jewelry, beanie plush, superballs etc.

So far in 2005, Mighty Mini has been one of our best selling products!

MERCHANDISE



MIGHTY MINI Brought to you by **ICE**

Features

- Players control the Dinosaur's mouth to grab prizes
- Short, compact cabinet for maximum viewing - fits in even the smallest of locations!
- Perfect for many merchandise mixes - including candy, beanies, hard toys & jewelry
- Operator adjustable for payout!

PLUS Proven Merchandise to Increase Your Earnings!
from Cosstar at www.cosstar.com - 1-888-870-8889

Dimensions: 43.5" h x 33" w x 35.75" d Weight: 375 lbs.

 <p>Item# 75088 5" Wild Life 240 items per case - .75 cents per piece</p>	 <p>Item# 75083 9-13" Giga Creatures 190 items per case - .50 cents per piece</p>	 <p>Item# 75084 12" Giga Dinos 190 items per case - .55 cents per piece</p>	 <p>Item# 75073 15" Alligators 190 items per case - .58 cents per piece</p>
 <p>Item# 75274 15" Lizards 144 items per case - .31 cents per piece</p>	 <p>Item# 1001643 5" Turtles 144 items per case - .44 cents per piece</p>	<p>Other Ideas...</p> <ul style="list-style-type: none"> • Beanie Babies • Candy • Jewelry 	

Let Your Imagination Run Wild!



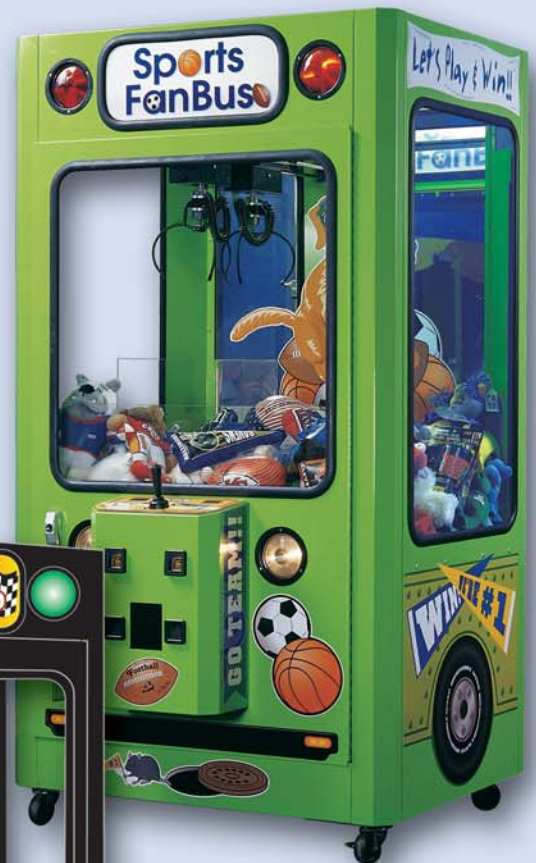
Pretty In Pink

Attract a brand new player to your cranes... mother and daughter. This crane is so "pretty" that girls won't be able to resist playing. Think out of the box!!! You cannot miss this crane in a location.



Pit Stop Crane

This is a perfect crane for race fans. With all the NASCAR merchandise available you can operate this crane anywhere.



Sports Fan Bus

Ideal for a restaurant, bar location or family fun center. It's BRIGHT colors & fantastic graphics are sure to bring attention. This is a perfect crane for the 5" basketballs.

We are firm believers that you can operate cranes & merchandise games anywhere.

Ideal locations for ICE cranes?

Customize...Customize.... Customize!

Enough said? **ATTENTION OPERATORS**, YOUR customers LOVE to see there location name on products. We can customize for any location or theme. The benefits of custom product is that it can get you locations that you normally wouldn't get, it's been proven over and over again that your crane will make more money and most important, your customer will think that you are the best operator on this planet!

In addition, ICE has and continues to work with some of the finest crane operators in our industry. You will find ICE cranes everywhere. Some ideal locations are as follows:

- Restaurants (Denny's, McDonald's)
- Walmart
- Family Fun Centers
- Supermarket Chains

How do I go about customizing a crane?

We make this very easy for the operator. Just provide us with a jpg. file, menu of logo etc. and we will take care of the rest. Artist renderings can be completed within a few days.

Besides plush cranes, what other crane options are there?

ICE has designed cranes that appeal to many customers.



CUSTOMIZE IT!

Don't take our word for it...



A.J. VIDEO AMUSEMENTS

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1201 DESOTO ROAD · BALTIMORE, MARYLAND 21223 · (800) 374-5744

April 4, 2005

Greg Kania
ICE
10123 Main Street
Clarence, NY 14031-2050

Dear Greg,

In the past several months we have started installing Mighty Mini, and Winner Everytime Cranes. These two machines have been excellent earners for us, while proving a great value to our customers.

Our route consists of many national family restaurants. These clients like to provide a good value to the families they feed, the Winner Everytime crane is consistent with providing value by allowing every customer to walk away with something. We have decreased our standard plush payout of 33% to about 20% to accommodate the candy or capsule we vend with every play. The collections on these Winner Everytime cranes have been significantly higher than traditional crane machines. It is not uncommon to see a weekly collection that is 150% better than the crane we replaced. Parents are much more willing to allow a child to play our machines if they see the child can walk away happy.

The Mighty Mini works well in our family restaurants or any location with a younger audience. We use the standard dinosaur mix, which appeals to boys. We were averaging about \$300 per week with just dinosaurs. Then we started mixing in Care Bear keychain, Sesame Street key chains, Spongebob key chains, and other licensed key chains that appeal to girls. Since implementing this mix we are collecting \$380 to \$400 per week in many of these Mighty Mini's. We find these machines provide additional money in a location as it has not eroded from our traditional crane machines.

Thank you again for your creative designs and continued support.

Sincerely,

Jason Rubin

DIGITAL JUKEBOXES · PINBALLS · POOL TABLES · VIDEO GAMES · SPORTS MACHINES
· SERVICE IS OUR BEST MACHINE ·

Cranes, Cranes and more Cranes...

Greg, You know how I feel about the Jewelry Crane... We operate over 100 plush cranes, but week in and week out the ICE Jewelry crane makes real money with dead on percentages. We use high quality watches, and box sets. We recommend this machine to any operator looking to add income to a location without taking away from Plush cranes, or other prize games.

- Jason Rubin

MIGHTY MINI

Anna- A quick note to thank you and your staff for taking the time to show me the settings and adjustments for the Mighty Mini at IAAPA. We are excited to have this unique game for our over 500,000 guest that visit our Family Fun Center each year. This game is not only HOT but also DINO-MITE! Thanks again!

- Richard Yee

Mighty Mini & Jewelry Box

Greg, Sure I love the mighty mini. Mighty Mini has provided us a machine that works well with the younger customer. The small footprint, and lower playing vantage helps us market this machine in family restaurants. The diversity of prizes really is exciting, and unique as we constantly strive to vend new items with greater perceived value. The dinosaur mix is really special in that it lends well to all ages. We installed Mighty Mini into a location next to a plush crane, and found over \$200 of incremental revenue. Just an FYI we had a jewelry box earn over \$800 this week in one of our family restaurants, just keeps getting better, "Bling Bling" is very hot for us.

- Jason Rubin

TESTIMONIALS