

## Puerto Rico General Distributing Co.



# Hotel & Casino Customer Relationship Marketing Supply

- Hotel Room Amenities
- Luxury Gifts
- Gift Baskets
- Spa Products

- Fragrance & Cosmetics
- Convenience Items
- Personal Care
- Beauty Supply



### Puerto Rico General Distributing Co.



### PRGD Hotel & Casino Customer Relationship Marketing Supply

Please allow me to introduce Puerto Rico General Distributing Company and myself Tino Arias, President of PRGD. For the past 27 years I have developed globally with consumer product companies such as Procter & Gamble, GlaxoSmithKline Beecham and Alberto Culver. Based out of Puerto Rico, I held increasing executive responsibilities developing solid commercial relationships throughout Latin America and the Caribbean.

In 2001, I engaged in the integration of business development programs for the industries of gaming and leisure from Puerto Rico to the Caribbean. Utilizing these experiences has allowed me the opportunity to create a company with the focus and objectives for these industries.

Puerto Rico General Distributing Company owns and operates boutiques inside casinos and supplies amenities to the hotels. This allows us to provide the most expeditious and efficient campaign supply program to businesses in the industries of gaming and leisure. Our customer loyalty platform is focused on pleasing guests and increasing profitability for hotels & casinos.

To develop these unique programs, PRGD has on staff a team of veteran employees drawn from local institutions. The members of our team have had successful careers prior to joining PRGD and their inclusion will ensure PRGD'S success.

Our Company offers the most desired loyalty marketing program with the ability to address a broad set of needs. Attached is our Customer Relationship Marketing Programs and pictorial presentation for your review. Whether a hotel and casino is looking to reward loyal customers, new customers or frequent business travelers, PRGD seeks the finest and broadest range of nationally recognized products that captivates our customers and drives results for their guests.

Our Company prides itself in maintaining its goals of excellence in service and innovations. Attached is a presentation of our Company and the market it serves. To this extent, we invite you and your colleagues to visit us in Puerto Rico to further understand our approach to the Market. We can show you how PRGD can impact your business through our marketing and distribution capabilities.

Sincerely, Tino Arias President Puerto Rico General Distributing Co., LLC

Puerto Rico General Distributing Co., LLC
Julio N. Matos Ind. Park
Warehouse Plaza I, Lot 26 ♦ Bo. Martín González ♦ Carolina, PR 00987
Tel: 787.757.3333 ♦ Fax: 787.757.5544
www.prgdco.com



LICENSE No. 2009 - L - 0002

#### CASINO SERVICE INDUSTRY LICENSE

ON THIS FOURTH (4TH) DAY OF JUNE, 2009, HAVING ESTABLISHED THE QUALIFICATIONS SET FORTH IN THE GAMES OF CHANCE ACT AND REGULATIONS, IS HEREBY ISSUED A CASINO SERVICE INDUSTRY LICENSE TO

#### PUERTO RICO GENERAL DISTRIBUTING COMPANY, LLC

JULIO N. MATOS INDUSTRIAL PARK, LOT 26, Bo. MARTIN GONZALEZ, CAROLINA, PR 00984

AND IS HEREBY AUTHORIZED BY THE GAMING DIVISION TO OFFER GOODS OR SERVICES TO A CASINO LICENSEE, AND THEIR EMPLOYEES, INCLUDING GOODS OR SERVICES WHICH INDIRECTLY RELATE TO THE CASINO OR GAMING ACTIVITY.

SEAL

JOSE C. FIGUEROA

**DEPUTY GAMING DIRECTOR** 

**EXPIRES ON JUNE 4, 2012** 

## PRGD Distribution



PRGD's Office and Warehouse Facilities with Over 50,000 Square Feet.



PRGD Reception Area. We Welcome You to Puerto Rico.

# PRGD Hotel & Casino Training Center

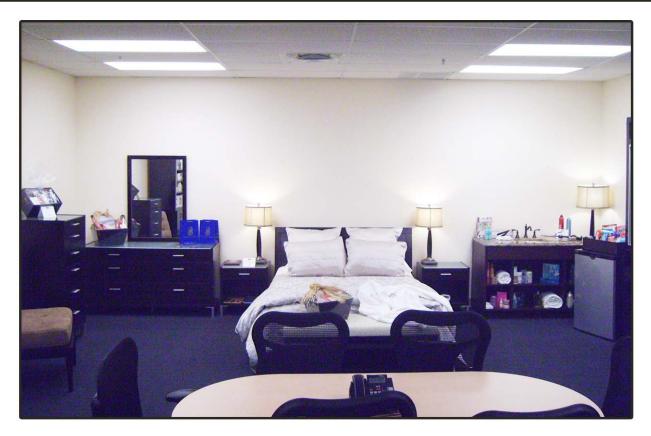


PRGD Supplies Quality Products to the Industries of Gaming and Leisure.

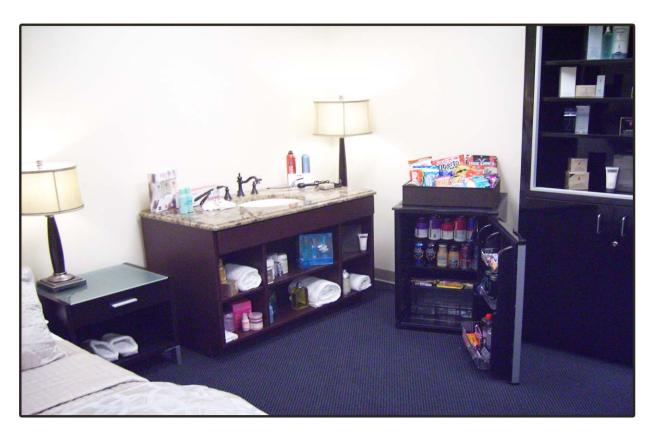


PRGD Supplies In-Room Amenities and Convenience Products to Hotels.

# PRGD Hotel & Casino Training Center



PRGD's Training Center Facilities Offer Complete In-Room Training Services.



## PRGD Hotel & Casino Training Center



Product Categories Offered Are Luxury Gifts, Gift Baskets, Spa Products, Fragrance & Cosmetics, Convenience Items, Personal Care and Beauty Supplies.



PRGD Owns and Operates Boutiques Inside Casinos Called Point Redemption Boutiques.

### Puerto Rico General Distributing Co.



### Participating Hotels & Casinos in Puerto Rico

- Radisson Ambassador Plaza Hotel & Casino
- The Ritz-Carlton, San Juan
- San Juan Marriott Resort & Stellaris Casino
- Holiday Inn Ponce & Tropical Casino
- Holiday Inn Mayagüez & Tropical Casino
- Rio Mar Beach Resort & Spa, a Wyndham Grand Resort
- Courtyard by Marriott Aguadilla Hotel & Casino
- Courtyard by Marriott Isla Verde Beach Resort
- Pichi's Hotel Convention Center & Casino
- La Concha, A Renaissance Resort
- Embassy Suites San Juan Hotel & Casino
- Gran Meliá Golf Resort Puerto Rico
- Hilton Ponce Golf & Casino Resort
- Mayagüez Resort & Casino
- Conrad San Juan Condado Plaza
- El Conquistador Resort, A Waldorf Astoria™ Resort
- El San Juan Hotel & Casino, A Waldorf Astoria™ Resort
- The Ritz-Carlton Reserve Dorado Beach Resort & Spa\*
- Four Points by Sheraton Caguas Real Hotel & Casino
- Four Points by Sheraton Resort & Casino at Palmas Del Mar
- Sheraton Old San Juan Hotel & Casino
- InterContinental San Juan Resort & Casino
- Embassy Suites Hotel Dorado Beach Resort and Golf Resort

<sup>\*</sup>Upcoming Construction - Opening

### **Future Growth Expansion in the Caribbean**

#### **Antiqua and Barbuda**

- Grand Princess Casino
- King's Casino
- Royal Antiguan
- St. James Club Casino
- Casino Riviera

#### Aruba

- Alhambra Casino
- Casino Masquerade Radisson Aruba Caribbean Resort
- Renaissance Aruba Resort & Casino
- Holiday Inn SunSpree Aruba Resort & Excelsior Casino
- Casablanca Casino Wyndham Aruba Beach Resort & Casino
- Casino Merengue Aruba Grand Beach Resort
- Aruba Marriott Resort & Stellaris Casino
- La Cabana All-Suite Beach Resort & Casino
- Copa Cabana Casino Hyatta Regency Aruba Resort

#### **Bahamas**

- Crowne Plaza Golf Resort & Royal Oasis Casino
- Atlantis at Paradise Island Resort & Casino
- Wyndham Nassau Resort & Crystal Palace Casino

#### **Dominican Republic**

- Riu Club Hotel Bachata & Casino Riu Bachata
- Coral Hamaca Beach Hotel & Casino
- Iberostar Hotel & Casino
- Occidental Allegro Playa Dorado Hotel & Casino El Dorado
- Occidental El Embajador Hotel & Casino
- Occidental Flamenco Beach Resort Casino
- Amsha Paradise Beach Club & Casino
- Puerto Plata Beach Resort & Casino
- Ocean World Casino
- Tropical Casino
- The American Casino at Jack Tar Village
- Casino Palma Real Melia Caribe Tropical Casino
- Coral Costa Caribe Beach Hotel & Casino

- Matum Hotel & Casino Diamante
- Hispaniola Hotel & Casino
- Hotel Casino Sol de Plata
- Hodelpa Gran Almirante Hotel & Casino
- Barceló Gran Hotel Lina & Casino
- Barceló Decameron Casino, Playa de Juan Dolio
- Barceló Bávaro Casino, Play Bávaro
- Casino Catalonia Bávaro Casino
- El Napolitano Hotel & Casino
- Hotel & Casino Naco
- Casino Diamante Melia Santo Domingo Hotel
- Renaissance Jaragua Hotel & Casino
- San Geronimo Hotel & Casino
- Casino Riu Palace
- Casino V Centenario
- Casino Playa Chiquita
- Playa Chiquita Resort & Casino
- Paradisus Punta Cana Casino Resort

#### Guadeloupe

- Casino de Gosier
- Casino de la Marina

#### Haiti

- El Rancho Hotel & Casino
- Royal Haitian Hotel & Casino

#### **Jamamaica**

- Terra Nova Hotel Monte Carlo Gaming
- The Jamaica Pegasus & Derby Rooms
- Coral Cliff Hotel
- Holiday Inn Sun Spree Resort
- Hedonism II Resort
- Hedonism III Resort
- Jungle Negril
- Sunset Jamaica Grande Resort
- Treasure Hunt Ocho Rios

#### Martinique

- Casino Bateliére Plaza
- Le Meridien Trois Ilets

#### **Netherlands Antilles**

- Divi Flamingo Beach Resort & Casino
- Dolphin Casino Caravanserai Beach Resort
- Paradise Plaza Casino
- Princess Port de Plaissance Hotel and Casino
- Tropicana Casino
- Atlantis Casino
- Casino Royale at Maho Beach Resort
- Coliseum Casino
- Diamond Casino
- Golden Casino Great Bay Beach Hotel
- Hollywood Casino Pelican Resort Club
- Rouge et Noir Casino
- Hilton Curação Casino & Resort
- Trupical Inn Hotel & Hill Rose Casino
- Breezes Curação Resort, Spa & Casino
- Emerald Casino Curação Marriott
   Beach Resort
- Casino Royale
- Airport Hotel & Holland Casino
- Otrobanda Hotel & Casino
- Pelikaan Hotel & Casino
- Plaza Hotel & Casino
- San Marco Hotel & Casino
- Howard Johnson Plaza Hotel & Casino
- Sunset Waters Beach Resort Casino

#### **Republic of Panama Casinos**

- Riande Granada Hotel & Casino
- Royal Decayeron Beach Resort, Golf & Casino
- The Veneto Hotel & Casino
- Caribe Hotel & Casino
- Fiesta Casino Hotel
- Hard Rock Hotel & Casino
- Gran Casino Soloy & Hotel
- Riande Continental Hotel & Casino
- Crown Casino Hotel Caesar Park
- Majestic Casinos
- Royal Casino
- David Casino
- Hotel & Casino Internacional
- Sheraton Hotel & COnvention Center (Casino)

#### Saint Kitts and Nevis

- Jack Tar Village Casino
- Royal Resort Casino

#### **Trinidad and Tobago**

- Mau Pau
- Island Club Casino

#### Virgin Islands

Divi Carina Bay Resort & Casino

### Puerto Rico General Distributing Co.



### **Customer Relations Marketing Programs**

#### Hotel & Casino Point Redemption Program

Hotels & Casinos have benefited from implementing a Customer Relations Marketing Program designed to improve customer loyalty and its company performance. We provide brands that are high in demand and the latest trends that consumers recognize so that the perceived value of the gift raises the rotation of the Casinos point redemption program. The end result produces increased revenue for the Hotel & Casino and the Gaming Patron receives more for his loyalty. PRGD has installed Point Redemption Boutiques in Casinos so that they can promote their rewards program in conjunction with our products.

#### ❖ Welcome Gifts

The best impression is the first impression. PRGD works with the Hotels and Casinos marketing teams to improve and customize the welcoming of new or repeat guest. We ensure that they will always have prestigious gifts on hand to greet guest upon arrival.

The basis of all good programs is a diverse selection. With items from the most recognized Brands, PRGD provides Hotels and Casinos with all types of merchandise from categories such as Luxury Gifts, Fragrance and Cosmetics, Gift Baskets, Personal Care Products, Spa Products and Beauty Supplies.

#### Luxury Gifts

With High Roller status, one can receive lavish gifts bestowed upon them by the Hotels & Casinos in the form of a cash card for shopping sprees. This expense to the Hotel & Casino is purchased at retail but PRGD offers its products at wholesale, through the Hotel & Casinos PRGD boutique.

PRGD markets product categories such as Watches, Pens, Leather Products, Scarves, Collectibles, Personalized Sporting Goods, as well as Fragrances and Cosmetics. The Casino marketing executive for the purpose of player development manages this program.

#### Poker Tournaments

Most Hotels & Casinos offer Poker Tournaments, which attract large groups of influential consumers in pursuit of the Jackpot. Since there can only be a few winners, PRGD offers an effective solution allowing all participants to win a gift through a unique Manufacturer Co-op advertising program.

The implementation cost for the Hotel & Casino is subsidized making such programs viable by interactively advertising the participating gifts during its events.

#### In-Room Amenities

Hotels & Casinos can achieve some of the greatest results by offering the most discerning guests an opportunity to use PRGD's Prestigious In-Room Amenities products, while spending some down time in the room.

When it comes to in-room amenities, PRGD believes in utilizing the best products in place of generic products found in most Standard Hotels and Casinos. By offering guests branded prestigious products, PRGD enhances the customer's perception of any Hotel & Casino regardless of any experience. The branded vs. generic offers a higher perceived value within the boundaries of a reasonable economic model. PRGD's product categories for In-Room Amenities are Hair Care, Spa Care, Skin Care and other related Beauty Products. We also supply high quality Bathrobes, Slippers, Towels, Bed Covers and Sheets.

#### Hotel Beauty Salons & Spas

Hotel & Casinos have beauty salons & spas that offer services & products. Through PRGD's Point Redemption Boutiques, the Hotels & Casinos have integrated marketing programs that support their relationships with the Beauty Salons and Spas.

PRGD sells Salon & Spa services in a gift certificate at its boutique and casino patrons redeem them with points. The boutique also offers the customer Beauty & Spa products. This combination in turn achieves customer acquisition and retention activities between the casino and salon reaching customers that would have otherwise not used the services or products. By launching smart trends, PRGD will continue to pioneer the lifestyle and guests continue visiting the hotels and casinos.

#### Mini Bar and Convenience Products

Hotels and Casinos view the Mini Bar and Convenience Product Station as a profit center. PRGD amplifies the selection by offering a wider range of product categories that will intrigue the attention of the most demanding clients. PRGD is always seeking the most up to date information regarding recent trends in food consumption. We focus on satisfying cravings with categories such as Confectionary, Drinks and Food Snacks. We also offer over the counter products, intimate products and other impulse items that are conveniently available in the rooms.

## San Juan Marriott Resort & Stellaris Casino



PRGD's Points Redemption Boutique in the San Juan Marriott Resort & Stellaris Casino.





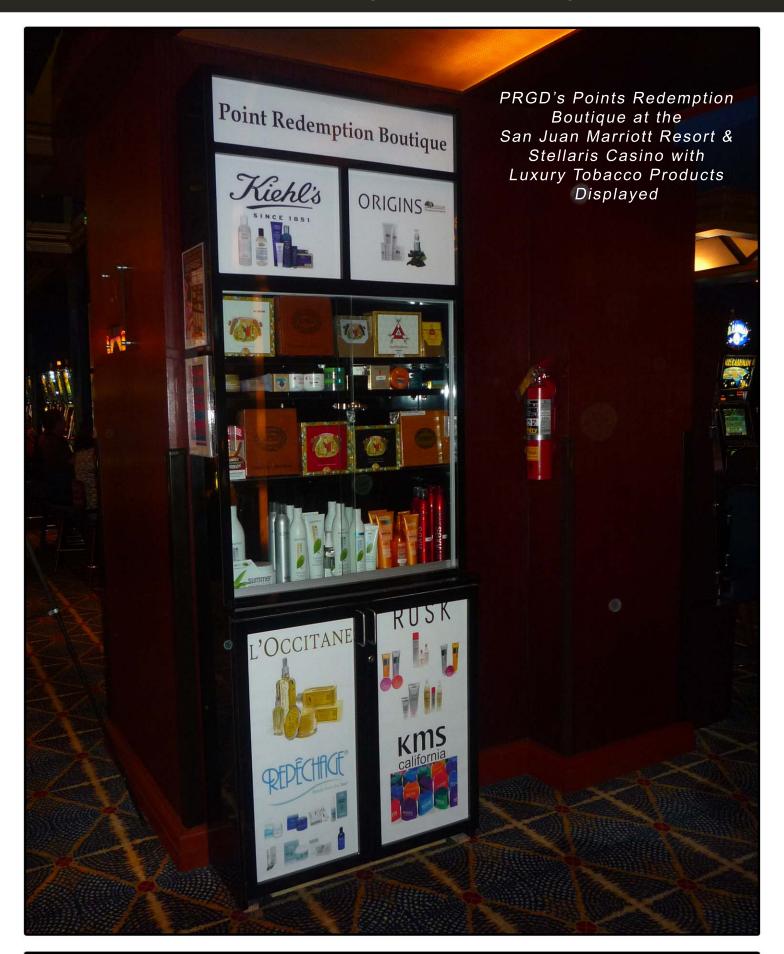
## Hotel & Casino CRM Prestige Program at the San Juan Marriott Resort & Stellaris Casino



PRGD's Points Redemption Prestige Program in the San Juan Marriott Resort & Stellaris Casino.



## Hotel & Casino CRM Point Redemption Boutique



## Coutyard by Marriott Aguadilla Hotel & Casino

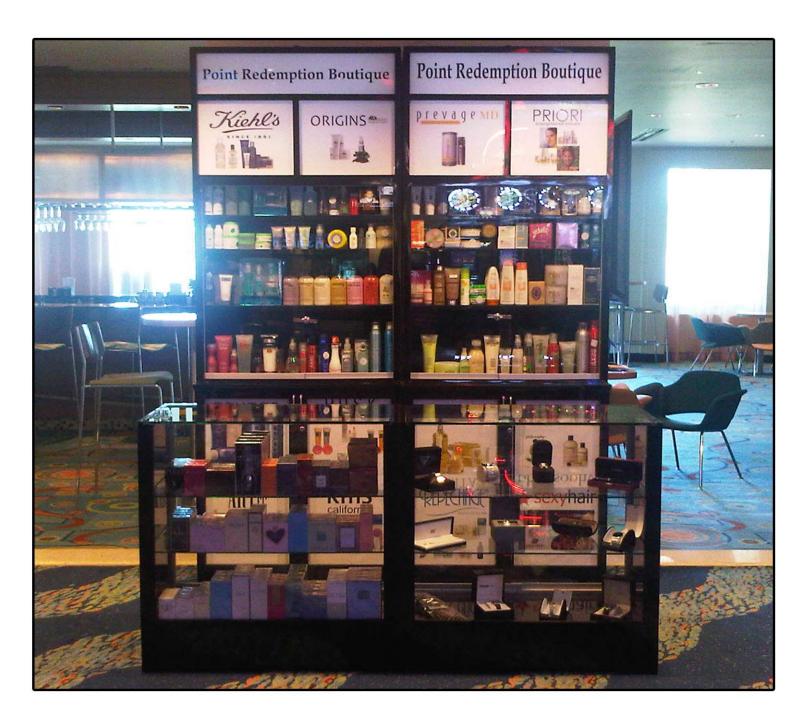


PRGD's Points Redemption Boutique in the Courtyard by Marriott Aguadilla Hotel & Casino.



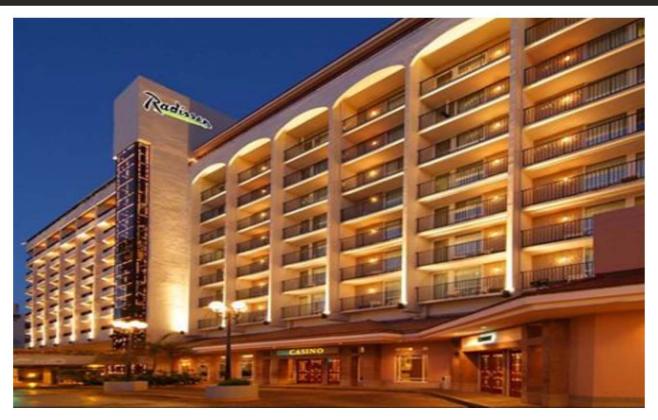


## Hotel & Casino CRM Prestige Program at the Courtyard by Marriott Aguadilla Hotel & Casino

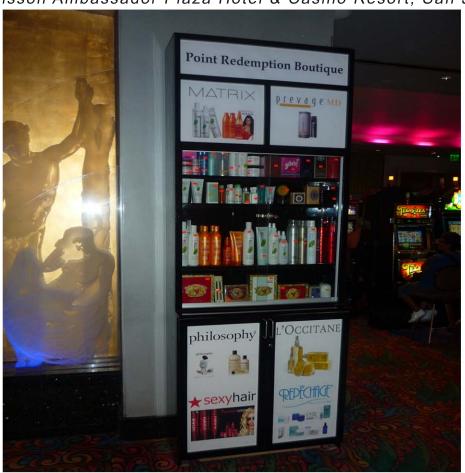


PRGD's Points Redemption Boutique at the Courtyard by Marriott Aguadilla Hotel & Casino

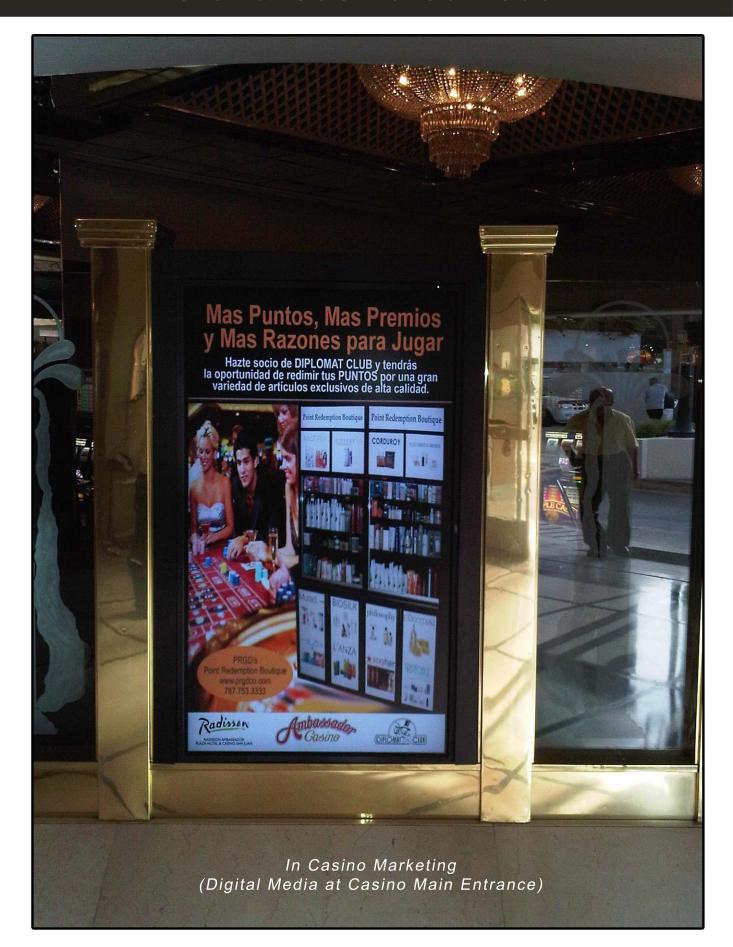
## Radisson Ambassador Plaza Hotel & Casino San Juan



PRGD's Points Redemption Boutique in the Radisson Ambassador Plaza Hotel & Casino Resort, San Juan



### Radisson Ambassador Plaza Hotel & Casino San Juan



## Embassy Suites San Juan Hotel & Casino



PRGD's Points Redemption Boutique at the Embassy Suites San Juan



# Hotel & Casino CRM Prestige Program at the Embassy Hotel San Juan





PRGD's Points Redemption Boutique at the Embassy Hotel San Juan

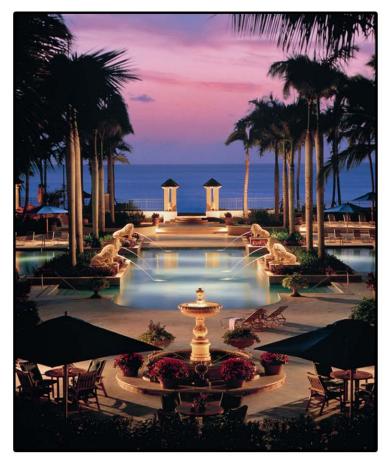


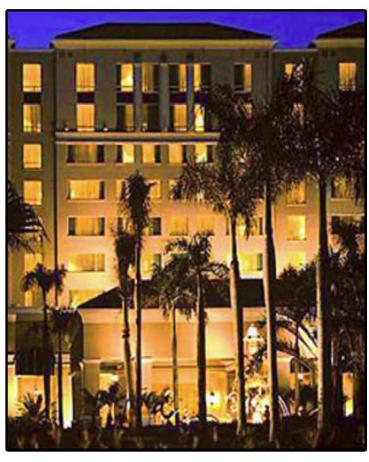


# Hotel & Casino CRM Prestige Program at the Embassy Hotel San Juan

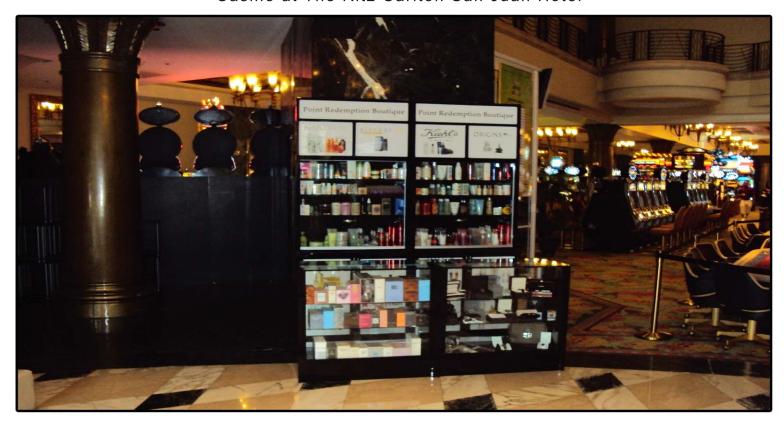


## The Ritz Carlton, San Juan

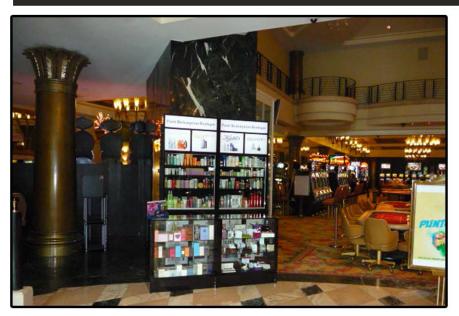




PRGD's Points Redemption Boutique is located in the Casino at The Ritz Carlton San Juan Hotel



# Hotel & Casino CRM Prestige Program at The Ritz Carlton, San Juan







### Pichi's Hotel Convention Center & Casino







## Hotel & Casino CRM Program at Pichi's Hotel Convention Center & Casino



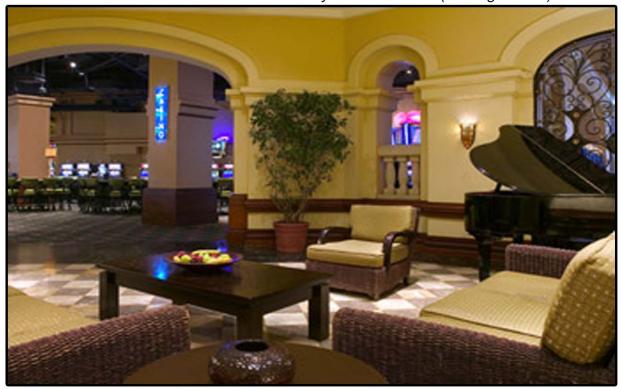




## Sheraton Old San Juan Hotel & Casino



PRGD's Points Redemption Boutique is located in the Casino at the Sheraton Old San Juan Bottom: Sheraton Hotel Lobby and Casino (background)

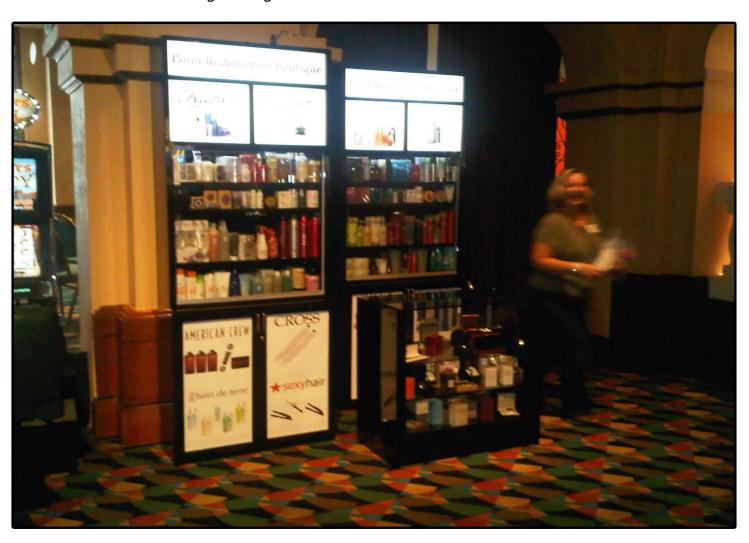


## Hotel & Casino CRM Prestige Program at the Sheraton Old San Juan Hotel





PRGD's Points Redemption Boutique Prestige Program at The Ritz Carlton San Juan



## Hotel & Casino CRM Program In Marketing Promotions at Hotels & Casinos



Imbassado.

Gasino

Point Redemption Boutique www.prgdco.com 787.753.3333

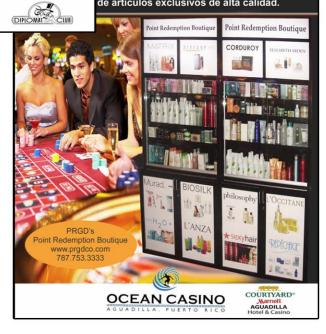
## Mas Puntos, Mas Pre y Mas Razones para

Hazte socio de EMBASSY CASINO y ter la oportunidad de redimir tus PUNTOS por r variedad de artículos exclusivos de alta c



## untos, Mas Premios Razones para Jugar

te socio de Ocean Club y tendrás dad de redimir tus PUNTOS por una gran de artículos exclusivos de alta calidad.



## Gift Baskets





## Gift Baskets



Poker Tournaments Require Many Gift Baskets From PRGD's Unique Manufactured Co-op Advertising Program.



## In Room Amenities



We Provide High Quality Bath Robes, Slippers, Towels, Bed Covers, Sheets and Other Related Items.



## In Room Amenities



We Provide High Quality Bath Robes, Slippers, Towels, Bed Covers, Sheets and Other Related Items.



## Convenience Items



PRGD's Amplified Product Range of Convenience Items Satisfies Cravings and Fulfills Immediate Needs.



## Luxury Gifts



From Perfume, Pens, Watches and More, Luxury Gifts Are a Must For Any Hotel and Casino.



## Spa Products



Spa Products Are Conveniently Located in Guest Bathrooms as an Amenity and In-Room Purchases and Also in the Casino at the Point Redemption Boutique.



# Beauty Supply



Spa Products Are Conveniently Located in Guest Bathrooms as an Amenity and In-Room Purchases and Also in the Casino at the Point Redemption Boutique.



# Fragrance & Cosmetics



Fragrance and Cosmetics, Skincare and Treatments Are Available in the Casino at the Point Redemption Boutique.



## Hotel & Casino CRM Events



PRGD's Boutique Exhibition at 2010 Inter Casino Golf Tournament





### Hotel & Casino CRM Events



VIP Red Carpet at the Radisson Ambassador Plaza Hotel & Casino







# Hotel & Casinos General Managers & VIP Cocktail Reception

Co-Sponsored by:

Puerto Rico General Distributing Company



# Hotel & Casinos General Managers & VIP Cocktail Reception



(From L to R): Tino Arias, President of PRGD & Teresa Escandon, Director of Public Relations of Puerto Rico Hotel & Tourism Association.



(From L to R): Tino Arias, President of PRGD, Speaking With Letty Rivero, Director of Public Relations for Luxor Condado Plaza Hotel & Casino and Rick Cortese, COO of Caribbean Properties Group (Ritz Carlton San Juan Hotel & Casino, Radisson Ambassador Plaza Hotel & Casino and the Normandie Hotel).

# Hotel & Casinos General Managers & VIP Cocktail Reception



(From L to R): Tino Arias, President of PRGD With Eduardo Bigas, Executive Vice President, of the Puerto Rico Chamber of Commerce & Jose Julian Alvarez, President, of the Puerto Rico Chamber of Commerce.



By Sponsoring This Event, PRGD Had the Opportunity of Gifting the Hotel and Casinos General Managers, Owners and VIP's With New Products Available to the Program.

# Puerto Rico Hotel & Tourism Association Trade Show



Tino Arias and PRGD Were Proud to Be Platinumk Sponsors For the PRHTA.



PRGD's Booth Displays the Concept Marketing With Its Customer Relations Marketing Displays and Slot Machines Like the Setting of a Casino.

# Puerto Rico Hotel & Tourism Association Trade Show



Tino Arias Presenting PRGD's In-Room Amenities Concept.



Our In-Room Amenities Program Is Presented in Conjunction With Welcoming Gifts.

# Annual Convention & Trade Show PUERTO RICO HOTEL & TOURISM ASSOCIATION Welcoming the Participation of Puerto Rico's Casinos



#### Welcoming the Participation of Puerto Rico's Casinos

We are pleased to recognize **Puerto Rico General Distributing Company** as sponsor to the Casino Seminars shown below to be held at the Puerto Rico Convention Center.

#### Wednesday, September 3<sup>rd</sup>

- CASINOS: THEIR BENEFITS, CHALLENGES & EXPECTIONS 9:30 A.M.-10:30 A.M.
- CUSTOMERSERVICE 9: A.M.-11:00 A.M.
- CHANGES IN NEW REGULATIONS APPLICABLE TO CASINOS 2:00 P.M.-3:50 P.M.
- NUMBERS TALK!!! CASINO OPERATION TOOLS 2:00 P.M.-3:50 P.M.
- KNOW IT ALL: ADVANTAGES & DISADVANTAGES OF DIGITAL RECORDING SYSTEMS 2:00 P.M.-3:50 P.M.
- HUMAN RESOURCES CHALLENGES 2:00 P.M.-3:50 P.M.
- MONEY LAUNDERING: POLICIES, PROCEEDINGS & INTERNAL CONTROL 4:00-5:30 P.M.
- THE EFFECTS OF ADVANTAGE PLAY IN THE CASINO 4:00 P.M.-5:30 P.M.
- KNOW YOUR MONEY 4:00 P.M.-5:30 P.M.

#### Thursday, September 4th

- REVIEW OF DACO'S NEW REGULATIONS 9:00 A.M.-10:50 A.M.
- EFFECTIVE SUPERVISION OF YOUR GAMING TABLE 9:00 A.M.-11:00 A.M.
- DATA SECURITY & GLB ACT COMPLIANCE FOR CASINOS 2:00 P.M.-3:50 P.M.
- THE LEGAL ASPECTS OF SECURTIY & SURVEILLANCE 2:00 P.M.-3:50 P.M.
- MONEY LAUNDERING 4:00 P.M.-5:30 P.M.
- ENTERTAINMENT: WHY, WHO & HOW 4:00 P.M.-5:30 P.M.
- COMPULSIVE GAMBLING 4:00 P.M.-5:30 P.M.
- BEST SURVEILLANCE & SECURITY PRACTICES 4:00 P.M.-5:30 P.M.

#### Friday, September 5<sup>th</sup>

- GAMING REGULATIONS 9:00 A.M.-10:50 A.M.
- AUDITING FROM THE EYE IN THE SKY 9:00 A.M.-11:00 A.M.
- FRAUD & IDENTITY THEFT 9:00 A.M.-10:50 A.M.
- THE GAMING DIVISION ROLE: AN OVERVIEW OF LAW 2:00 P.M.-3:30 P.M.
- HOW TO PREPARE AN EFFECTIVE MARKETING PLAN 2:00 P.M.-3:50 P.M.
- SURVEILLANCE 2010 2:00 P.M.-3:50 P.M.
- FOOD & BEVERAGE CHALLENGES IN TODAY'S CASINOS 4:00 P.M.-5:30 P.M.
- THEFT & COLLUSIONS: IT'S HAPPENING IN YOUR CASINO 4:00 P.M.5:30 P.M.

## Casino Seminars



Tino Arias, President of PRGD, Presented the Speakers at the Seminars.



Tino Arias With New Product Launching Gifts For More Than 1,000 Attendees of the Seminars.

## Casino Seminars



Tino Arias, President of PRGD Presenting Sponsor Gifts to Attendees.



Tino Arias, President of PRGD Speaking With Angel A. Ortiz Garcia, Secretary of Treasury and Hector Rivera, Director of Gaming for The Commonwealth of Puerto Rico.

# Brochure Created by Marriott For Chinese New Year

面部保養套餐 采用多种天然原料, 對保留皮膚水份有特效



石榴味皮膚保養套餐 适合各种類型皮膚保養,原料以夭然石榴精華為主



沖涼液 方便清爽三合一,洗頭,沖涼及泡泡沐



抗老皮膚調理延長皮膚壽命



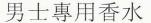
水份精華洗頭水 保持及增加頭發水份充足





水份精華護發素 保持及增加頭發光澤











男士專用香水

# Welcome Gifts



PRGD Sells Welcome Gifts to Hotels and Casinos



## Welcome Gifts



Marriott Stellaris Had Over 500 Guests in Celebration of the Chinese New Year. PRGD Provided the Welcome Gifts at Marriott's Request.

