



GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
paul@tashcommunications.com (406) 491-0100

A Tash Communications publication **March 2026** Vol. 9, Number 11



GAMOA hears from two 'champions'

Topics include redemption changes, legislative engagement

By Paul Tash

Georgia Amusement Journal

Two "champions" of the COAM industry addressed the Georgia Amusement and Music Operators Association (GAMOA) meeting last month, with one calling the coming gift card redemption date "a game changer."

"You all are on the verge of moving forward now," said Rep. Alan Powell, R-Hartwell, who chairs the House Committee on Regulated Industries. "Once we go to the gift card, it is going to be a major game

changer for your business."

July 1 is the date when the major redemption changes kick in. Effective on that date, only gift cards (reloadable and non-reloadable), Lottery products and replays will be allowed for Class B redemption.

"Folks like to play games ... so they can win something," he said. "That's part of human nature. You all are in the business to provide that service, and I am happy for you all."

He said gift-card redemption will further legitimize the COAM industry and help eliminate cash payout.

"We need to keep this industry clean," he said, "because if we don't, it can turn in



Paul Tash photo

REP. KASEY CARPENTER, left, and Rep. Alan Powell addressed the GAMOA meeting Feb. 12 in Norcross.

See CHAMPIONS Page 3



Paul Tash photo

BAD DOG Games COO Greg Hammond, right, visits with GAMOA President Mike Patel and his wife Nilam at a Bad Dog event March 7.

Bad Dog Games rebrand coming

By Paul Tash

Georgia Amusement Journal

It's been a remarkable ride for Bad Dog Games since its debut in the Georgia COAM market in 2021, taking a sizeable bite out of the market pie as the "industry disruptor" it strives to be.

The company's growth is leading to a major effort to evolve fur-

ther in the market place, as it announced this month that it will soon rebrand as a new company called Zephyr Games.

"We're going to transform Bad Dog into Zephyr Games," said Greg Hammond, the company's chief operating officer.

See DISRUPTOR Page 14

IFS adapting, innovating for the future of COAMs

Georgia Amusement Journal

In the fast-paced world of Georgia's Coin Operated Amusement Machine (COAM) industry, the only constant is change. Regulations shift, consumer behaviors evolve, and technology advances at breakneck speed.

For years, "adaptability" was just a buzzword. Today, it is the defining characteristic of survival and success. Intuitive Financial Solutions (IFS) has taken this concept to heart.

"We have transitioned from being a standard service

provider into a dynamic organization that partners directly with industry Master License Holders (MLHs), Location License Holders (LLHs), accounting aggregators, and game manufacturers," said IFS President and CEO Bob Perez. "Our goal is no longer just to support the market – it is to help shape it through the development of new, innovative software and hardware solutions tailored specifically for the Georgia COAM ecosystem."

See ADAPTING Page 16



INAMAX
POWERED BY ULTRA

Industry Award Winner | Latest Top Performing Games
Highest Revenue Per Game | Quickest Service | Proprietary Titan POS
30+ Years of COAM Experience

LEARN MORE: info@inamax.com | 770.449.0400

THE MARKET LEADER IN PERFORMANCE

WINNING TOUCH Georgia

CASH ERUPTION

\$750.00 \$250.00

\$25.00 \$10.00

REDEEM FOR GIFT CARD

CASH CLIMB
GARDEN OF HESPERIDES

HOT HIT Ignite!

CASH ERUPTION

ROSITA'S FIESTA
FIESTA PARTY

SAMURAI 888
KATSUIMI

WILD LIFE
AFRICAN NIGHTS

WINNING TOUCH Georgia

**Propel your business to the top
with a trusted partner for success.**

Contact SGS today at 678-695-7685 | orders@southerngamingsolutions.net



Champions

from Page 1

a heartbeat on us.”

He also encouraged those in the COAM industry to get involved in the many legislative races this year.

“Elect those people who will take care of you,” he said. “Encourage your locations to do the same. This is an important year for your business.”

Also addressing the meeting was Rep. Kasey Carpenter, R-Dalton, who leads the Lottery Oversight Committee, a subcommittee of the House Committee on Regulated Industries, and a small businessman who owns a restaurant and hotel.

Carpenter also urged industry people to stay engaged in the legislative process, “especially in your business being regulated like it is.”

“If you get the wrong person in the wrong spot in government, it can make a mess of your business,” he said.

“We’re huge advocates for your industry because we realize that people enjoy it,” he added.

“It provides entertainment value.”

He also said he recognizes and appreciates “the quality of machines” now available, as well as the industry’s ability to thrive in a regulated environment.

“I applaud you for that,” he said. “I appreciate you working with the legislature to make sure we continue to improve your industry.”

Les Schneider, GAMOA’s attorney and longtime lobbyist, said Powell and Carpenter are “two of our really big champions at the legislature.”

Powell, Schneider said, has been involved in nearly every COAM bill ever passed.

“We are very fortunate to have had him as a friend for all these years,” he said.

Carpenter, too, has been a great friend to the industry.

“Kasey, like Alan, is a small business person who understands what it takes not only to run a business, but what it takes to make life easier for ... the business community,” Schneider said. “When I see them taking on issues that other people are afraid to take on, it’s very gratifying.”

COAM bill consensus

Schneider also briefly reviewed House Bill 1197, which contains several items on which GAMOA has worked hard to gain industry agreement.

“We have spent a lot of time talking to all members of the COAM community to make sure there was no difference of opinion



Paul Tash photos

FRANCOIS REMY, left, of GeWeTe, listens to a question from an interested individual following the GAMOA meeting Feb. 12 in Norcross. GeWeTe has partnered with Betson Gaming to provide kiosks in the Georgia market. At right is Rick Murphy, regional sales representative for Betson Gaming. GeWeTe and Betson were sponsors of the meeting. Below (left to right), Joe Gumeny of Betson, Rep. Matt Reeves, and former GAMOA President Gaines Butler stop for a photo at the social that followed the meeting.



as to those issues,” he said. “We have consensus on those. We’re hoping that members of the General Assembly will agree that these (the bill) will be passed.”

As currently written, HB 1197 would:

- Provide for dart and pool tournaments and the ability to award non-cash prizes;
- Provide the ability to track lottery tickets used for redemption;
- Ensure progressive discipline that prohibits Lottery inspectors from holding back individual citations and “bunching them up” to put a location in a position where it can lose its license;
- Streamline the hearing officer system;
- Enact financial consequences for frivolous arbitration by licensees that aims to simply keep a current contract open and doesn’t allege legitimate legal concerns.

Schneider also reviewed the issue of master licensees sharing revenue from a kiosk with a location. Some confusion and controversy is still surrounding the activity, despite a letter from the Lottery that said a master licensee cannot give money from a kiosk to a location in excess of the cost of

the kiosk.

The Lottery also later issued an advisory opinion on the matter, but Schneider said it still didn’t provide the clarity the industry is looking for on the issue. The opinion did suggest that providing money from kiosks to locations improperly could be viewed as an inducement, loan, or interest in a business, all of which are illegal.

Legislative action might be required to settle the issue, Schneider said, and if that doesn’t happen, a legal battle could ensue.

“It needs to be resolved for the good of the industry,” he said.

On another topic, Schneider said GAMOA remains vigilant in thwarting a variety of harmful local ordinances that have caused some concerns for COAM licensees.

For example, the association has contacted the city of Doraville about an “antiquated ordinance” that contained certain sections that were contrary to state law.

“They have agreed to change those provisions,” he said. “We’re hoping that will happen in the next few weeks.”

GAMOA also is working with the city of Rome and Floyd

Gift card seminar set for April 28

The Georgia Amusement and Music Operators Association (GAMOA) is partnering with the Horizon Retailers Association (HRA) and the Georgia Lottery Corp. to present an educational seminar April 28 1-3 p.m. regarding gift card redemption options coming July 1 at the Cobb Convention Center (formerly the Cobb Galleria), 2 Galleria Pkwy SE, Atlanta.

The itinerary will feature a Lottery presentation by Mike Parham and other staff members on the redemption changes. A question-and-answer session with the Lottery regarding those changes will follow the presentation.

Another Q&A session with GAMOA attorney Les Schneider will follow for general COAM issues.

County, which have local ordinances that unlawfully restrict machines.

“Both of those local governments have agreed to work with us and change some of that wording,” he said.

In addition, litigation is ongoing in Tucker over the city’s use of zoning to restrict machines in businesses, while in Jonesboro the city attorney has agreed to work on changing an ordinance that illegally limits locations that serve alcohol to three or fewer machines.

“We’ve had a lot of good luck with local governments,” Schneider said. “Anyone who knows of a local government (with ordinances) contrary to state law, let us know.”

In other business, Frank Morris of Butler Avenue Partners, a lobbying firm hired last year by GAMOA, noted that 236 legislators are up for election this year, a political backdrop that has affected the pace of legislative action. As soon as the session ends – Sine Die is scheduled Thursday, April 2 – “the fundraising season starts again” before the May 19 primary. Morris said. He urged COAM businesses to continue supporting legislators who are friendly to the industry.

“You certainly have good friends in both chambers,” he said.

GAMOA also reminded Georgia industry representatives that the association’s social at the Amusement Expo International in Las Vegas this month will be held Tuesday, March 17 (St. Patrick’s Day), from 9-11 p.m. at the Cheri Rooftop in the Paris Las Vegas hotel and casino.

“It’s mostly an outdoor venue,” said Kyle Shepherd, GAMOA treasurer. “It should be really nice in March. It should be a blast.”

Journal Opinion

AMOA in D.C., talks debanking issue

Lori Schneider

AMOA Executive Director

The AMOA met with 14 different congressional offices in Washington, D.C., Feb. 12, primarily to discuss the "debanking" issue with Senate Banking Committee leadership and House Financial Services leadership.

President Trump last August signed the "Guaranteeing Fair Banking for All Americans" executive order (EO), aiming to stop financial institutions from denying services based upon political, religious or lawful business affiliations. It directs federal regulators to eliminate "reputational risk" guidelines and instead relies on objective, risk-based analysis.

Immediately after the EO was introduced, AMOA reached out to regulatory agencies to ensure our industry is included in any proposed guidance and provided suggested guidance moving forward. Over the last decade, well over 25 percent of AMOA members have been debanked, and in recent years "reputational risk" has been cited as the reason.

As a result of the EO last August, "debanking" has garnered much attention by Congress. Although centered mainly around crypto, the EO certainly



Lori Schneider

AMOA strongly supports the order that banks cannot debank customers solely on reputational risk.



has opened the door to deeper conversation on the "debanking" issue overall. AMOA's active and ongoing advocacy efforts have helped the association build some legislative champions in DC. Discussions included legislation currently being drafted or considered as well as potential updates to regulatory guidance.

In addition to debanking, AMOA expressed strong concerns on the rising cost of

health care to small business stating double-digit increases annually to employers is not sustainable.

AMOA encourages members to continue reaching out to AMOA should they experience bank account closures, especially by regional or community banks or credit unions.

Fly-In set for June

Make plans now to join AMOA's delegation for its Association DC Fly-In to be held June 8-10. Here's a glimpse at the schedule:

- Monday, June 8 - Fly-In to DC for a legislative briefing that evening
- Tuesday, June 9 - Full day of meetings on the Hill and a group dinner in the evening
- Wednesday, June 10 - Hill meetings in the morning, AMOA/AAMA Game Room for Congressional members/staff in

the afternoon and the annual Congressional Ballgame in the evening

- Thursday, June 11 - Fly Home at leisure

Visit amoa.com and fill out a pre-registration form today!

Register for AEI

Registration is still available for the Amusement Expo International, featuring a theme of "Next is Now – Tomorrow's industry, today's platform," March 16-19 in Las Vegas.

Here is the agenda:

- Education Program – March 16-17
- Las Vegas Convention Center – West Hall
- Trade Show – March 18-19
- Las Vegas Convention Center – West Hall

Current AMOA members receive two free trade-show badges. They also are invited to attend the AMOA After Party at The Jewel Nightclub on Wednesday, March 18, from 9 p.m. to midnight, and the AMOA Member Breakfast on Thursday, March 19, at Resorts World, which is the new AEI headquarters hotel in 2026.

For additional details, visit www.amusementexpo.org.

New AMOA website

Be sure to check out AMOA's new website at www.amoa.com for the latest on AMOA and industry programs!

AMOA is a national trade association representing the interests of operators, distributors, manufacturers and suppliers in the amusement entertainment industry. GAMOA is an active participant in the AMOA State Council.

GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry

A Tash Communications publication PO Box 4307 Butte MT 59702
Paul Tash paul@tashcommunications.com (406) 491-0100

A Tash Communications Publication

Georgia Amusement Journal Business and News Office:

P.O. Box 4307, Butte, MT 59702

• TEL: 406-491-0100 • E-MAIL: paul@tashcommunications.com

Paul Tash, Editor/Publisher

paul@tashcommunications.com

Phone: 406-491-0100

Ad Production • paul@tashcommunications.com

Reprints of articles and back issues are available at a cost of \$20.

If you wish to begin receiving the Georgia Amusement Journal, send your name, mailing address, telephone number and \$60 for a year's subscription to Georgia Amusement Journal, P.O. Box 4307, Butte, MT 59702.

Postmaster: Please send address change requests to
P.O. Box 4307, Butte, MT 59702
All rights reserved by publisher



This publication endorsed by the Georgia Amusement and Music Operators Association

COAM calendar

April 20: Gross retail receipts for January, February and March are due. The gross retail receipts must be submitted electronically through the COAM website at www.gacoam.com. Failure to report on time may result in penalties.

— MEETINGS/OTHER —

March 16-19: Amusement Expo International, Las Vegas, Las Vegas Convention Center

April 23: COAM Advisory Board, Lottery headquarters, Atlanta

April 28: Redemption seminar, Cobb Convention Center



INAMAX[®]
POWERED BY ULTRA

GENERATE MORE REVENUE WITH THE TOP PERFORMING PARTNER
IMAGINE WHAT AN ANNUAL SURGE IN REVENUE COULD BRING TO YOUR BUSINESS

- IGT
- Light and Wonder
- Banilla Games
- Aristocrat
- Primero
- JVLGames
- & many more with endless game options.



FULL ACCOUNT MANAGEMENT

We help plan your game area and walk you through licensing.

TOP PERFORMING GAMES

Boost location performance by up to 20% with Titan – COAM's highest-performing POS terminal.



Introducing INAMAX

DIGITAL PLAYER CARD

Save winnings to your wallet for future play or transfer your winnings to the COAM Gift Card.

- ✓ Download
- ✓ Play
- ✓ Redeem

Player incentives coming soon.





ROCKET RUSH
Coming in April!



NOVOMATIC



Ahmed Sadaqa, Sales Contact: Ahmed@SkylineUnlimited.net / 773.344.0335

Primero adds two to sales team

Georgia Amusement Journal

Primero Games, an innovative leader in amusement gaming, has expanded its sales team with the addition of two experienced Southeast account executives, Matt Bridges and Cam Colmore.

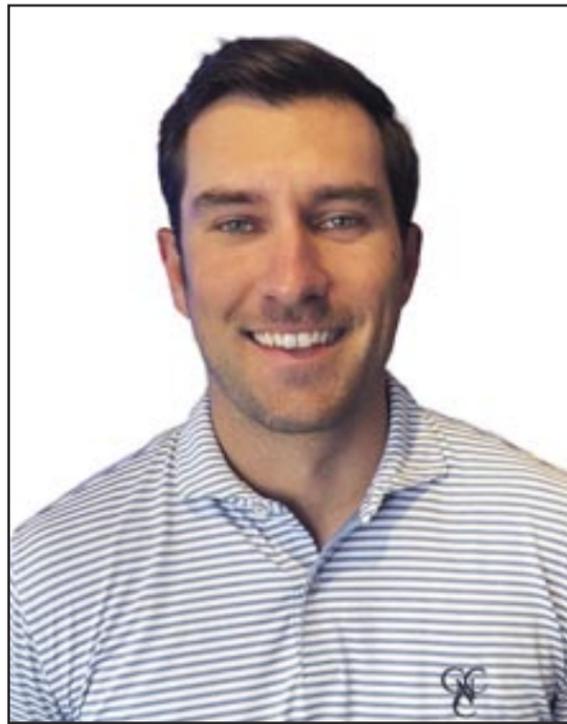
Bringing extensive industry experience to Primero, Bridges and Colmore have already played an important role in growing the company’s presence across the South, according to a company news release. Working both individually and collaboratively, the two will focus on strengthening customer relationships and developing new business opportunities for Primero.

“We’re excited to have Matt and Cam as part of the Primero team,” said Jesse LeBel, director of sales and solutions for Primero Games. “Their experience, industry knowledge and strong relationships are a great fit for our culture, products and innovative solutions. Having known both of them for years, I’ve seen their growth within the industry, and I couldn’t be happier to have them join what we’re building at Primero.”

The two provide “a commitment to customer service and passion for delivering value to operators” that align perfectly with Primero’s continued momentum, the release said.

Bridges shared his enthusiasm about joining the company and its growing portfolio of content.

“I’m excited for this next chapter,” Bridges said. “There’s so much fresh, innovative con-



MATT BRIDGES

tent coming to the markets we serve, and I can’t wait to help bring it to life at Primero.”

Colmore echoed that excitement, noting Primero’s reputation for innovation.

“I’m grateful for the opportunity to be a part of an organization known for its innovation and commitment to developing high-quality, market-driven products,” Colmore said. “I look forward to contributing to Primero’s continued growth.”

The addition of Bridges and Colmore further strengthens Primero’s sales organization as the company continues to deliver industry-leading



CAM COLMORE

game content, cabinets, iGaming and redemption solutions to operators throughout the region.

About Primero

Primero delivers innovative, high-performing games, cabinets, and kiosk solutions designed for today’s amusement market. Driven by a commitment to deliver engaging player experiences and measurable operator results, our diverse portfolio includes top-performing games, sleek cabinets, interactive redemption solutions, player acquisition terminals, and iGaming technologies.

NEXTGEN GAMING
Cabinets | Redemption Kiosks | Chairs

Built to Last, Modern & Bold
Comfort First, Reliable Support

Complete Redemption Solution
Real-Time Insights
Remote Access
Secure Transactions

678-373-1033
NextGenGaming.net
1665 Lakes Pkwy., Suite 116
Lawrenceville GA 30043



Modernizing Georgia COAM Redemption: Compliance Meets Convenience

One Platform. One Card. One Solution.



It's That Simple.



Play



Redeem



Spend



Why This Matters for Operators

- ➔ **Regulatory Fit**
Built for Georgia COAM requirements starting July 1st, 2026.
- ➔ **Operational Efficiency**
Reduce cash handling, reconciliation, and shrink.
- ➔ **Seamless Technology**
One platform management system for real-time transactions.
- ➔ **Scalable Growth**
Designed to expand with COAM and future regulated markets.



Our Proprietary POS System

- > Purpose Built Proprietary POS System
- > Get Compliant for Less
- > Live Data Dashboard Reporting
- > 24/7 Support Available
- > Intuitive, Simple & Easy Setup
- > Quick Turn Around Time on Location Approvals



Contact Support

☎ 1-855-918-8330
 ✉ support@fieryprizecard.com

Ignite the Fun. Redeem Now!

Fiery Pay Prize Prepaid Mastercard® is issued by Pathward®, National Association, Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. Card is serviced by Ready Credit. Some restrictions apply, see cardholder agreement for details on where your card can be used. No cash or ATM access. Pathward, N.A. and Mastercard are not associated with or responsible for the merchant acquiring offered by Fiery Payments LLC.

JVL

We Take Our Games Seriously



FLEX ^{D27} ^{V43}

SMARTER POWER. FASTER PLAY. GREATER RESULTS.

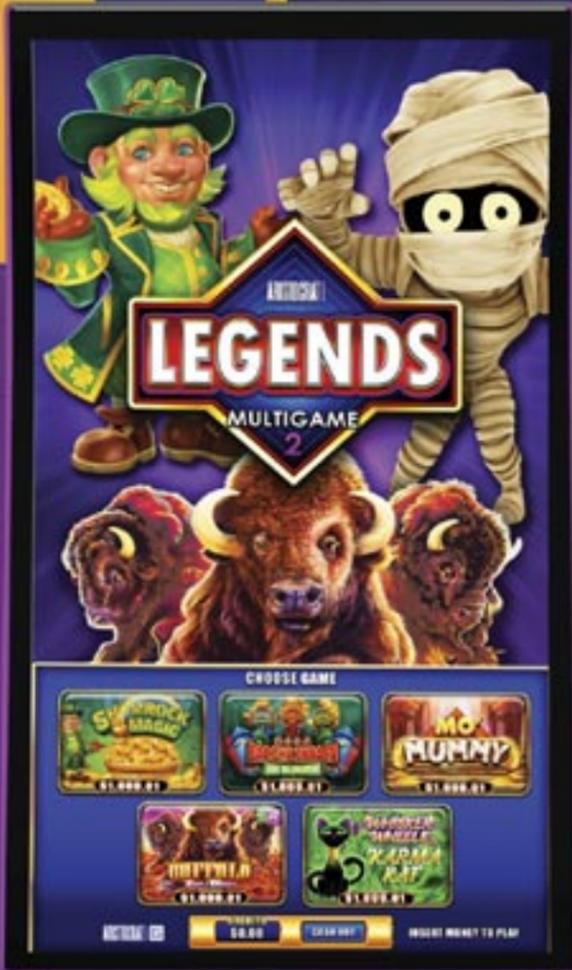
- ✓ Dual SAS & TITO Ready
- ✓ New and Improved Nudge Feature
- ✓ Optimized Paytable ID & Reporting
- ✓ Smart Nudge Highlight System
- ✓ Available in Dual Screen and Vertical

Scan to
contact us



Contact: JVL Sales Director // Cell (470) 304-1692

USA Headquarters: 1380 Capital Circle, Lawrenceville, GA, 30043, www.jvl.ca



Skill
MASTER
PRO

ARISTOCRAT GAMING

INCREDIBLE PERFORMANCE

3X MARKET AVERAGE*

MIDKNIGHT X™

The highly functional and economical MidKnight X™ cabinet has the power, features and upgrades you expect from Aristocrat.

*Source – Aristocrat Internal Database. Not a Guarantee of Performance.

CONTACT



Adam Foust CEO
470-420-7940
afoust@skillmasterpro.com



Afshaad Patel COO
404-723-8787
apatel@skillmasterpro.com



... and more!



Retail Matters

Better-for-you drinks a cold-vault trend

By Kathleen Furore
Convenience Store News

What are your plans for the cold vault in 2026? It's a question that convenience store operators industrywide are weighing as they try to predict the packaged beverages that shoppers will be reaching for in the months ahead.

Recent data from Acosta Group shines a light on what's trending in the category. Sixty-three percent of c-store beverage shoppers are looking for better-for-you (BFY) options at least occasionally, with categories such as protein drinks, hydration beverages and sparkling prebiotic sodas getting attention, according to Acosta Group's "What C-Store Beverage Shoppers Really Reach For" report, a compilation of insights from proprietary shopper studies.

The boom in beverages boasting healthier flavor and ingredient profiles is a common thread being heard from industry consultants and c-store operators alike.

"The packaged beverage space continues to evolve and is being driven by health trends and functionality. We are seeing this in emerging brands that are providing cleaner labels in energy products, lower or no sugar offerings, and protein enhanced beverages," said Scott Johnson, executive vice president of strategy at beverage consulting firm Enliven, headquartered in

Franklin, TN.

Chris Stewart, vice president of merchandising at Ankeny, Iowa-based Casey's General Stores Inc., echoes Johnson, noting that the trend is not limited to just one or two types of products.

"Energy drinks continue to be a strong performer in the cold vault, with sugar-free and zero options leading in the category. We're also seeing functional beverages gain traction across all segments, offering benefits like fiber, protein and electrolytes in formats such as soda, coffee and water," said Stewart.

At Stinker Stores in Boise, Idaho, Director of Category Management and Merchandising Ken Rash also sees the trend toward better-for-you and unique flavors in beverages continuing. He suggests his fellow c-store retailers look beyond better-known brands to discover new products to add to their packaged beverage portfolios.

How to make the most of limited shelf space is an obstacle that c-store operators continually



strive to overcome – one that can make planning cold vault inventory a challenging task considering the myriad options available in the category.

"Limited space in convenience stores is a

universal challenge across the entire store and all categories due to their relatively smaller footprint. Making the right inventory decisions is critical for the store operator regardless of the source, whether warehouse-delivered or DSD," noted Hobie Walker, senior vice president of Jacksonville, Fla.-based Acosta Group.

His advice: "Rely on the most current, relevant convenience store shopper data when making inventory decisions." He went on to cite the company's 2025 "Convenience Store Shopper Study," which found that more than half of all c-store shoppers who come into the store are seeking products with healthy benefits at least some of the time. "Their list includes vitamin- and protein-infused products and items with less sugar and artificial sweeteners.

!
!

**ATTENTION COAM
MASTER LICENSEES**

- SELLING YOUR ROUTE?
- NEED CAPITAL FOR NEW MACHINES?
- LOOKING TO EXIT THE BUSINESS?

WE'RE BUYING!!

CALL TODAY

770-285-1023

DIAMONDAMUSE.COM

Sadaqa joins Skyline Unlimited team

Georgia Amusement Journal

Ahmed Sadaqa has joined the Skyline Unlimited team as its Georgia COAM sales representative.

Sadaqa brings years of leadership and experience in tech sales, Skyline Unlimited President Brittany Patete said, “along with a strong passion for helping customers create exceptional experiences and discover solutions that drive business growth.”

“Always eager to learn and evolve, he is now expanding his expertise into the gaming industry,” she said. “Ahmed combines a competitive spirit with a drive to innovate and build meaningful connections throughout the Georgia market.”

Outside of work, Sadaqa enjoys spending time outdoors, connecting with friends, and exploring new restaurants and food spots.

“We’re excited to have Ahmed join the Skyline



Unlimited team and look forward to the energy, perspective, and relationships he will build as we continue growing in the Georgia COAM market,” Patete said.

Skyline Unlimited is the exclusive distributor for Novomatic in the Georgia COAM market, and a new game suite is expected to launch in April.

“Reach out to Ahmed to hear more about the new games,” Patete said.



AHMED SADAQA

GEORGIA'S TRUSTED NAME FOR OVER A DECADE

JOIN US AT

AMUSEMENT EXPO *international*

BOOTH 2545
MARCH 18-19
Las Vegas Convention Center West Hall

NEW RELEASE!

Innovative Technology
POWERING TRANSACTIONS AND INTERACTIONS

PATRIOT GAMING & ELECTRONICS

JCM GLOBAL

GOLD FINGER

VSR INDUSTRIES

BANILLA GAMES

Contact Sales:
252.329.7977
banillagames.com

Advertising in the GA Amusement Journal gets FAST results!

Call 406-491-0100

LIGHT & WONDER BLOWS AWAY THE COMPETITION



LIGHT & WONDER GAME SETS 1 & 2 DOUBLE THE HOLD. DOUBLE THE ROI.



Contact Rick Murphy for More Information:
(770) 316-0945 | rmurphy@betson.com

LIGHT & WONDER

The look and feel of the games and their individual components and displays are trade dress of Light & Wonder, Inc. and its subsidiaries. All ® notices signify marks registered in the United States.
© 2026 Light & Wonder, Inc. All Rights Reserved.

Disruptor

from Page 1

Hammond made the announcement to the Journal at a special customer-appreciation event at a recent Atlanta Hawks basketball game at State Farm Arena.

The rebranding effort will be completed in time for a major launch in August at the Southern Amusement & Entertainment Expo (SAEE). Bad Dog is still rolling out new products, including a premium 4K cabinet that will debut at the Expo and a new game called Rio Royale that will be available in April. Rio Royale offers innovative functionality, including a privacy mode that allows a player to hide the balance displayed on the screen.

Bad Dog Games is also growing outside Georgia.

“We’ve entered several new jurisdictions,” Hammond said, including Nebraska and Puerto Rico.

The company is exploring markets that offer other game types, including Class 2 and Class 3 games, he added.

Zephyr blowing in

Regarding the rebrand, Hammond said, the time is right, as is the name Zephyr.

“The Greek god Zephyr introduced the western wind in Europe that would usher in spring with a fresh, warm breeze that brings positive change,” Hammond said. “We feel like that’s us. We’ve been changing things in Georgia from the get-go.”

The winner of the industry’s Innovator Award in its debut at SAEE in 2022, Bad Dog “has been challenging the status quo” from the start, he added.

“When I say we’re a disruptor, I mean that in every sense of the word,” he said. “Our business model, the way we do things, is just different.”

The upscale event at the NBA



Paul Tash photos



SOME OF THOSE attending Bad Dog Games’ customer appreciation event at the Atlanta Hawks game March 7 are (above, from left) Bulldog Gaming’s Brian Deyton, Mandy Smith, and Caitlin and Tony Curtale.

AT LEFT IS Bad Dog Games VP of Sales David Vallari, left, and Rich Winley.

game is a way to “recognize our customers” one last time as Bad Dog, Hammond added, before transitioning to Zephyr.

“We wanted to close out the Bad Dog brand with a big event to

recognize all of our customers, and thank them for the opportunity to work with them and to have some fun,” he said. “That’s a hard thing to do sometimes in this business because everybody’s so busy.”

Hammond said the one-on-one time with customers is always important, but especially so at this time.

“We’re talking to them about where we’re at, and more importantly, where we’re going,” he said.

CLASS B MASTER LICENSE FOR SALE!

10 fully operational locations, each with multiple-year contracts.

The locations are primarily in veterans and private clubs, with a few in convenience stores.

For more information, contact Caris @ 770-548-9362.

PLAY RESPONSIBLY

If someone you know has a gambling problem, help is available by calling a toll-free referral service at:

1-800-715-4225



#2 LARGEST
INSTALL BASE
EMERGING VENDORS

ELEERS-FANTINI Route Operations Performance Report

HOLLYWOOD

Skill

Rio Royale

JACKPOT EXTRAVAGANZA™

- 8 IN-GAME PRIZES
- UP TO 8X PRIZE MULTIPLIERS
- ISABELLA WILD SYMBOL
- 7-SPIN FREE GAMES
- AVAILABLE APRIL 2026



© 2026 Bad Dog Games, LLC. Trademarks and/or service marks used are registered trademarks of Bad Dog Games, LLC and may not be used without permission. All content depicted herein is subject to change.

AVAILABLE NOW



Adapting

from Page 1

Perez said the traditional model of financial solutions in the amusement sector was often static. However, by listening to the needs of MLHs, IFS realized the industry required a more cohesive approach – it required a partner willing to build bespoke solutions that address the specific friction points of redemption and compliance, he said.

This shift in strategy led to the creation of the IFS Ecosystem – a suite of technologies designed to work in concert, rather than in isolation, Perez said.

“By integrating hardware and software,” he said, “we have created a closed-loop environment that returns COAM redemption revenue to the COAM, simplifies operations, and enhances the player experience.”

Seamless ecosystem

True adaptability requires tools that can handle any environment, from a busy convenience store to a Class A COAM environment. Perez said the IFS suite was built with this versatility in mind, featuring four pillars of innovation:

1. IFS activation devices: The first step in the journey, the activation technology ensures that player



BOB PEREZ

engagement is secure from the moment they step up to the IFS multi-function kiosk, POS devices, or mobile phone.

2. IFS fraud prevention POS devices: For the location owner and clerks, the point-of-sale devices streamline the transaction process, reducing human error and ensuring that every redemption is accounted for instantly while mitigating employee theft.

3. IFS kiosk: Recognizing the modern consumer’s preference for self-service and anonymity, Perez said IFS Kiosks provide “a fast, secure, and user-friendly interface that reduces lines, retrieves the Prize Pay gift card balance, funds the COAM game, and allows staff to focus on other store operations.”

4. IFS mobile app: Bridging the

physical and digital worlds, the IFS Mobile App puts the power of redemption in the player’s pocket, “allowing for tracking and management that meets modern mobile expectations,” Perez said. The app provides the unbanked and underbanked with digital products and services reserved for prepaid consumers (or cash-only consumers),” he said, adding that no bank account or credit card is required to purchase digital products and services.

Prize Pay power

“The true genius of this ecosystem lies in how these devices communicate to offer a comprehensive set of Prize Pay gift card options from InComm, from the physical Prize Pay Gift Card to the new, soon-to-be-launched Digital Prize Pay E-Gift,” Perez said.

In the past, redemption could be disjointed or limited, Perez said. Today, whether a player uses the mobile app, interacts with a kiosk, or cashes out at the POS, the experience is seamless, he added.

“Our technology provides consumers anonymity with flexible, desirable redemption choices while ensuring operators and licensees maintain total visibility and compliance with the state of Georgia and the Georgia Lottery Corp,” Perez said. “By centralizing these

options through the IFS platform, we eliminate the operational headaches often associated with gift card activation and redemption tracking.”

The result is a system where the consumer gets what they want, the location owner enables their players, and the Master License Holder rests easy knowing that the redemption devices are seamlessly communicating and players’ transactions are secure, he said.

Adaptable future

As the Georgia COAM industry continues to grow, Intuitive Financial Solutions is committed to growing with it.

“By collaborating closely with Master License Holders, Location License Holders, consumers, accounting aggregators within the COAM games, and COAM game manufacturers, we aren’t just reacting to market changes,” Perez said. “We are intuitively developing them.”

IFS’ suite of activation devices, kiosks, POS systems, and mobile applications represents more than just hardware and software, he said.

“They represent our adaptability – our promise to provide the most intuitive, efficient, service-oriented, and cost-effective solutions for all parties involved in the COAM industry.”

JULY 1ST IS COMING. WILL YOUR LOCATION BE READY?

DIAMOND IS.



REACH OUT TODAY!!
770-285-1023
 DIAMONDAMUSE.COM





Intuitive Financial Solutions

The Leader in COAM Redemption Services.

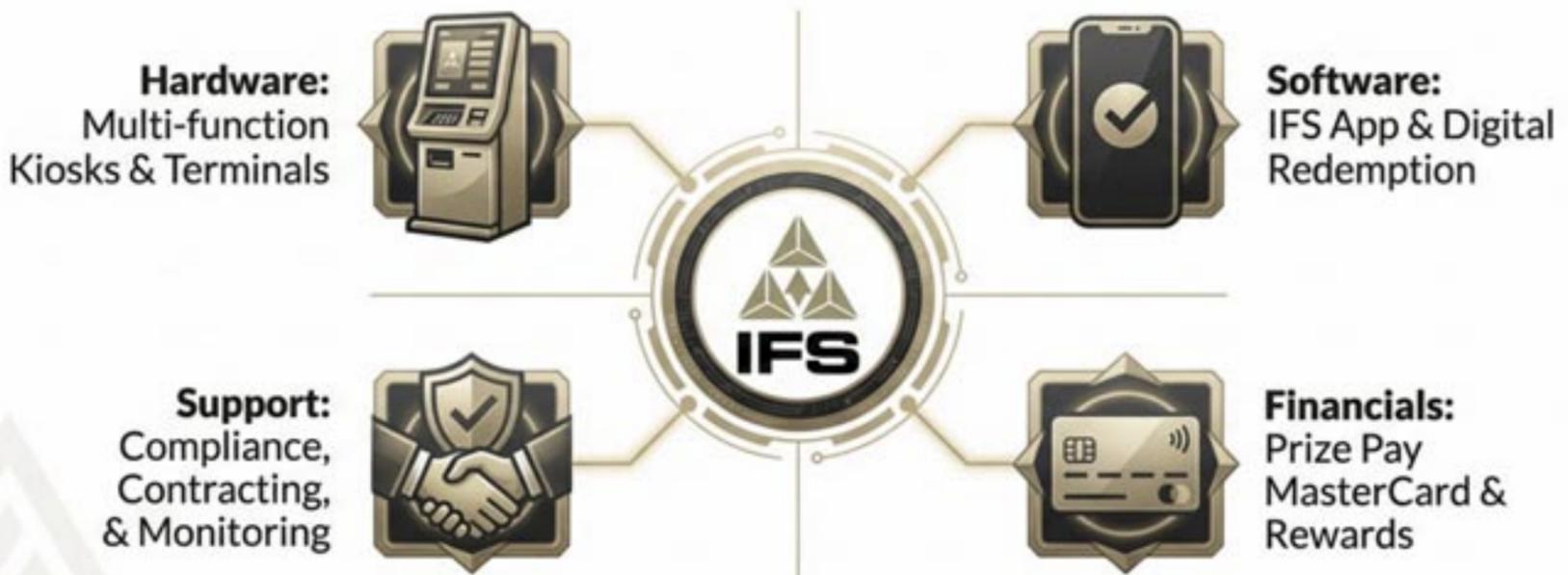
THE ONLY SEAMLESS TURNKEY PROVIDER OF KIOSK AND TERMINAL TECHNOLOGIES IN THE GEORGIA COAM INDUSTRY.

- ✓ Award-Winning Innovation (2025 Gamao Winner)
- ✓ Comprehensive Hardware (Kiosks & Terminals)
- ✓ Seamless Financials (MasterCard & Rewards)
- ✓ Full Service Support (Attendants & Monitoring)



One Provider. Total Coverage.

IFS is a true ecosystem, integrating hardware, software, and financial services into a single turnkey solution for Master License Holders.



The Multi-Function Kiosk Evolution

- ▶ New multi-function kiosks are available now and constantly evolving to offer a wide array of products and services.
- ▶ Fully integrated with the IFS App for a modern user experience.
- ▶ Real-time monitoring of all Prize Pay MasterCards activations for LLH and MLH Via the IFS portal

Redemption in Your Pocket - The IFS App
 – Now available on Google Play and the App Store.
 – Launched and supported on new multi-function kiosks

Financial Fluidity with Prize Pay MasterCard
 – Powered by InComm

The IFS Rewards Marketplace
 – Purchase points at kiosks & terminals, redeem for hundreds of goods and services via the IFS App

Operational Support & Compliance
 – Contracting, customer service, realtime monitoring

IFS is compliant with HB 1193 reporting for gift card sales. PAX gift card activation device available for all licensees at no charge! Sign up at www.coamcard.com.

Bob Perez, President & CEO, (404) 348-6604, bob@intuitivefs.net



MARCH 1st - JULY 1st

\$0 SETUP FEES!

Sign up for
COAM Gift Cards
TODAY!



WWW.COAMCARD.COM



Decommission COAMs correctly

The proper procedure to decommission coin-operated amusement machines (COAMs) can be found on the COAM Division website, www.gacoam.com. The COAM decommission procedure should be followed when there is:

- A change of master, change of ownership, or cancellation letter received by GLC;
- A COAM game board swapped out with a different game;
- A COAM malfunction.

To proceed with the decommissioning:

1. Call Intralot before disconnecting the COAMs from a location and removing those COAMs. The Master License Holder (MLH) needs to contact the Intralot Hotline at 877-261-6242 to properly decommission COAMs. The COAMs must be connected to the site controller at this time.

2. Intralot will let you know when the COAMs are decommissioned. The Intralot representative will perform steps on the Intralot system that prepares the COAMs for the decommission. Once the steps are complete, Intralot will notify the MLH the machines have been decommissioned.

3. Disconnect decommissioned COAMs from the site controller.

Keep COAMs connected

To ensure accurate reporting of financial data to the Central Accounting System, the Georgia Lottery Corporation (GLC) says it is imperative the Location License Holders (LLHs) ensure all equipment remains connected to the site controller and powered up at all times.

The GLC maintains a record of those LLHs that are repeat offenders of failing to ensure the continuous connectivity and operation of Class B COAMs.

Failure to comply with these procedures may result in fines up to \$50,000, suspension and/or revocation of the license.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR



ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
28-Dec-25	03-Jan-26	07-Jan-26	13-Jan-26
04-Jan-26	10-Jan-26	14-Jan-26	21-Jan-26*
11-Jan-26	17-Jan-26	21-Jan-26	27-Jan-26
18-Jan-26	24-Jan-26	28-Jan-26	03-Feb-26
25-Jan-26	31-Jan-26	04-Feb-26	10-Feb-26
01-Feb-26	07-Feb-26	11-Feb-26	18-Feb-26*
08-Feb-26	14-Feb-26	18-Feb-26	24-Feb-26
15-Feb-26	21-Feb-26	25-Feb-26	03-Mar-26
22-Feb-26	28-Feb-26	04-Mar-26	10-Mar-26
01-Mar-26	07-Mar-26	11-Mar-26	17-Mar-26
08-Mar-26	14-Mar-26	18-Mar-26	24-Mar-26
15-Mar-26	21-Mar-26	25-Mar-26	31-Mar-26
22-Mar-26	28-Mar-26	01-Apr-26	07-Apr-26
29-Mar-26	04-Apr-26	08-Apr-26	14-Apr-26
05-Apr-26	11-Apr-26	15-Apr-26	21-Apr-26
12-Apr-26	18-Apr-26	22-Apr-26	28-Apr-26
19-Apr-26	25-Apr-26	29-Apr-26	05-May-26
26-Apr-26	02-May-26	06-May-26	12-May-26
03-May-26	09-May-26	13-May-26	19-May-26
10-May-26	16-May-26	20-May-26	27-May-26*
17-May-26	23-May-26	27-May-26	02-Jun-26
24-May-26	30-May-26	03-Jun-26	09-Jun-26
31-May-26	06-Jun-26	10-Jun-26	16-Jun-26
07-Jun-26	13-Jun-26	17-Jun-26	24-Jun-26*
14-Jun-26	20-Jun-26	24-Jun-26	30-Jun-26
21-Jun-26	27-Jun-26	01-Jul-26	08-Jul-26*

*Indicates sweep or push date has been changed to accommodate holiday
 Note: Holidays on a Thursday and Friday may delay the availability of the Location Period Accounting Report on the following Monday



Trusted Partner for Coin Operated Amusement Machines

Providing Industry Expertise for Over 50 Years

- ☆ 24/7 | 365 Service Line
- 🏆 Best in Class Machines
- 📊 GA-COAM Performance Reporting Tool
- 💎 Leader in Compliance

Increase your Revenue and choose Magnolia COAM's Today!

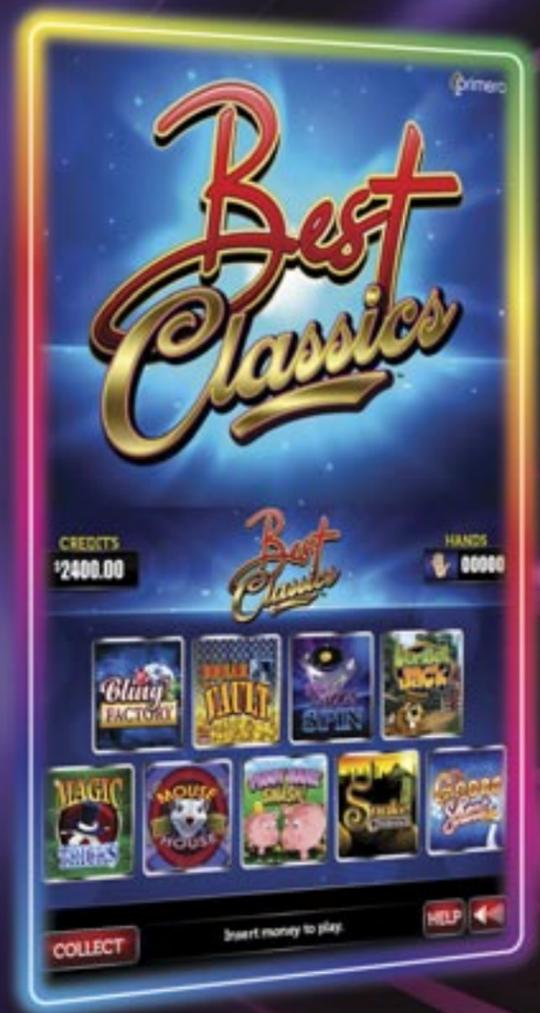
(855) 840-9719

magnoliagaming.com

TO REPORT FRAUD, ABUSE OR CASH PAYOUTS related to the operation of coin operated amusement machines, please call GLC's confidential TIPLINE (855) 515-0004



NEW DUAL SAS GAMES ARE HERE



Ultimate Piggy Bank Smash Lucky Babies Link Best Classics

Three high-performing favorites bring the engagement players love and the proven results Georgia operators expect.

770.476.0311
primerogames.com



SCAN HERE
To learn more about
Dual SAS Games