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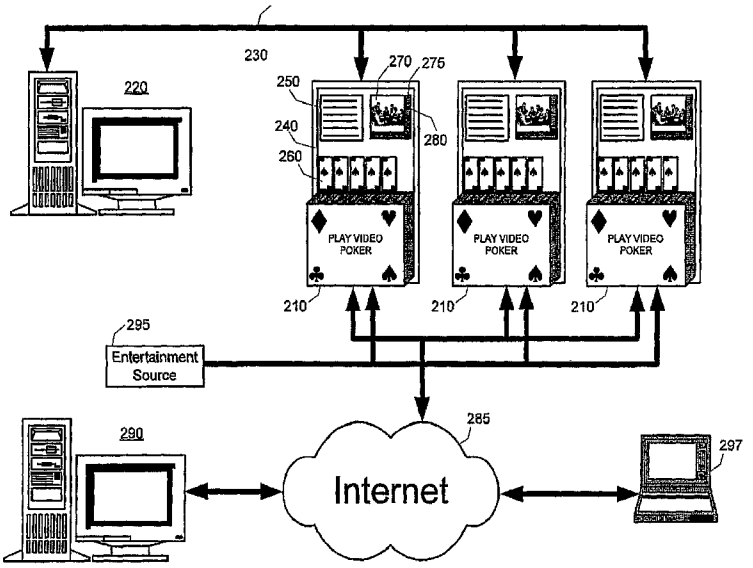
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(54) **Title:** CLOSED-LOOP SYSTEM FOR PROVIDING ADDITIONAL EVENT PARTICIPATION TO ELECTRONIC VIDEO GAME CUSTOMERS



(57) **Abstract:** The present invention provides a closed-loop system that allows the operator of video gaming machines or other systems to offer an event for customer participation, receive funding for participation in the event, and providing feedback regarding the results. More specifically, a video game customer may receive notification of an invitation to place a bet on an event, participate in a transaction, or otherwise receive information or interaction. The use can press buttons on the video gaming machine to indicate choices, provide funding, and placing bets on an event. The funding for such participation may be directly deducted from the customer's balance on the video gaming machine.

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