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Source: Reuters News Service

Technology Guru Patents Casino Management System Offers Earnings Projections (Operator Revenue) as High as 40% Increase In Corresponding Quarter for Previous Fiscal Year

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LAS VEGAS, Sept. 13 /Reuters/ -- Internet-era technology guru Gary Green today announced the creation of a patent-pending marketing-driven casino operating system designed to change the way gaming operators do business in Nevada and nationwide.

With a suite of methods to develop new customers, increase brand loyalty from existing gamblers, and increase betting handles from all customers, Green has filed for a U.S. Patent for his formulaic customer relationship management system for the casino gaming industry.

The announcement, timed with the opening of the Global Gaming Expo in Las Vegas (the casino industry trade show), focuses on a three-part acquisition plan to introduce the system: (1) Green's planned search to purchase a mid-market operating casino in Nevada; (2) a proposed software joint-venture to streamline disparate slot and pit customer tracking systems; and (3) a management consultancy to introduce these new methodologies in the day-to-day operations of other casinos.

Gary Green is widely recognized as one of the world's leading strategic marketers and authorities on creating new markets. A technology finalist for Best of COMDEX, a two-time Pulitzer nominee, and a veteran of the Internet IPO-era; he created the software, the business rules, and the system that last year processed about \$3.2-billion in transactions.

Green's new casino management system is the culmination of his broad cross-industry background that includes 25 years on the periphery of the gaming industry (including consulting for the past 3

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years with a number of Las Vegas operators) as well as executive positions in the cataloging (direct marketing) industry, and in technology.

Focused on property EBITDA*, a formulaic growth strategy, and a 20-point management plan for forecasting and decision support, Green has published an outline of his system in a 96-page perfect-bound booklet that includes case studies from inside top publicly-traded gaming corporations as well as from the tenets of the direct-marketing industry.

"A tremendous opportunity is available at this moment in the evolution of the casino gaming industry," Green explained.

"Most casinos today are overlooking a major source of tangible and measure quarterly revenues as well as an ability to increase betting handles. Even those operations that are winning industry awards for their data-mining and CRM technologies are decades behind the mainstream marketing world," he added.

"I simply tied together the loose ends of advancements that were begun by other gaming operators who were less-equipped to understand the new technologies and the customer targeting formulas. Even rudimentary versions of what I have created are increasing EBITDA by up to 40% in casinos that have converted," he concluded.

Gary Green maintains offices both in Nevada and at his home in South Florida where he still has catalog industry interests.

- Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA). Please note that in all instances in this press release, EBITDA refers to EBITDA from continuing operations before unusual items.

Source: Reuters New Service

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