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BREAKING NEWS

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

Friday September 13, 9:24 pm ET

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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The **Southern Gaming Summit** returns to Biloxi for 2007, scheduled for May 9-10 at the Mississippi Coast Coliseum & Convention Center.



The fifth annual **Gaming Technology Summit** will be held May 22-24, 2007, at the Green Valley Ranch in Las Vegas.

How will U.S.-based gaming companies fare in the UK?

- They'll be immediate success stories
- It will take awhile to understand their new market

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2007

Popular Gaming Technology Summit Returns May 25-26

LAS VEGAS (March 16, 2004) – Gaming Technology Summit returns to the Green Valley Ranch in Las Vegas May 25-26, 2004. Last year's inaugural GTS was a big success, drawing more than 300 gaming and technology professionals from across North America, and a diverse lineup of sponsors that included Aristocrat, Bally Gaming & Systems, Harte Hanks, IGT, Micros, Microsoft, PeopleSoft and Teradata. Gaming Technology Summit is presented jointly by leading gaming industry media company Ascend Media Gaming Group and WhiteSand Consulting, a leading gaming and hospitality consulting firm.

Gary Loveman, CEO of Harrah's Entertainment, will be the featured keynote speaker, providing the remarks at the Opening Day General Session. Glenn Bonner, CIO of MGM MIRAGE, will provide the luncheon keynote address on May 25; and Bob Boughner, CEO of the Borgata in Atlantic City, will provide the keynote address on May 26. **Gary Green, the marketing guru who pioneered "one-card" systems, will address new management strategies for using database marketing on the afternoon of May 25.**

Gaming Technology Summit addresses the critical role of technology throughout casino hotels and the demands it places on gaming professionals to learn new skills, integrate systems and make hardware and software investment decisions. It brings together gaming industry professionals to network, learn about new technologies and their applications in the industry, and confer about the successes and failures of these efforts. Gaming Technology Summit's 27-seminar program will address technology in three tracks – strategy, operations and technology – that will provide important information to IT professionals, gaming executives, and operation personnel from key areas including casino, hotel, marketing, human resources, food and beverage and finance. The Summit is unique among gaming conferences in that most sessions will be led by one or two knowledgeable professionals, allowing the presenters more time to delve deeper into issues and solutions than is possible with a more traditional speaker/panelist format. Those presenters will represent a diverse cross-section of leading gaming manufacturers, operators, and technology and information companies.

A limited number of expo-style booths will be available to vendors in the Networking area, and several corporate sponsorship opportunities will be available. Those booths are expected to sell out quickly.

Registration for Gaming Technology Summit is now available at a special early-bird rate of \$595 per person. Groups of three or more people from the same address can register for \$495 per person. More information and online registration are available at www.gametechnologysummit.com.

About the producers

G2E isn't just THE BIG SHOW in gaming. It's THE BIG PICTURE.



G2E Training & Development Institute - Monday, September 12, 2005

Title: 4NA02: Using GSA Standards to Respond to the Business Needs of the Indian Gaming Community



Date: September-12-2005

Start Time: 9:15AM

End Time: 10:15AM

Location: N101

Description: As tribal gaming continues to expand across North America, experts will explain how standards can directly benefit tribal gaming, especially in Direct Marketing and Players Clubs. Panelists will explore the unique problems faced by tribal gaming operations and how implementing GSA standards can help to overcome those problems. The discussion also will cover the benefits of S2S for the Indian gaming community, and give a real-life example of how GSA's S2S came to the rescue for the Seminoles of Florida.

Speaker(s): [Lyle Bell](#) - Senior Vice President of Information Technology, Seminole Gaming and GSA Chairman [Speaker]
[Bruce Rowe](#) - Vice President of Business Strategy, Gaming Solutions and GM Nevada Operations, GTECH [Moderator]
[Moti Vyas](#) - CIO, Viejas Casino [Speaker]
[Gary Green](#) - Co-Founder and CEO, Southern Dutch Gaming [Speaker]

Title: 4OP102: Back to Basics: The Phenomenal Success of Marketing-Driven Human Resources Operations



Date: September-12-2005

Start Time: 9:15AM

End Time: 10:15AM

Location: N115

Description: Enjoy three diverse, yet extremely successful and oftentimes comical, approaches to leading a "market-driven, back to basics" human resources organization. During this session filled with professional testimonials, learn how successful executives have beaten the odds when it comes to driving human resources partnerships within their organizations.

Speaker(s): [MaryLou Anderson](#) - Senior Director of Corporate Human Resources, American Casino & Entertainment Properties, LLC [Moderator]
[Don Kennedy](#) - Corporate Marketing Director, Acoma Business Enterprises & Sky City Casino [Speaker]
[Kathy Rybar](#) - Vice President of Human Resources, Las Vegas Hilton [Speaker]