

DELAWARE PARK PARTNERS WITH STICS, INC. TO IMPROVE CUSTOMER RELATIONSHIPS

Powerful Predictive Analytic Science Services will maximize reinvestment and increase loyalty

San Diego, CA /December 18th, 2012–The Delaware Racing Association, owners of the Casino at Delaware Park, Delaware Park Racetrack, and the Delaware Park Race and Sports book have partnered with Stics, Inc. Stics will help provide the organization with increased customer insight through the development and utilization of a variety of predictive models. The implementation of Stics services will help guide Delaware Park to respond to customer interactions and increase loyalty and customer service through its various marketing channels.

Bill Fasy, Delaware Parks President said “In this hyper-competitive gaming environment, it is imperative that an organization like ours understands as much as we can about our customers to properly align reinvestment strategies with customer behaviors. Stics has the skills and experience that will help Delaware Park be even more customer-centric in our marketing effort and in our overall campaigning strategy.”

“In this economy, it is imperative for organizations to use their big-data to improve customer relationships and align reinvestment strategies with loyalty initiatives.” says Christy Joiner-Congleton, Stics President and CEO. “Stics will provide Delaware Park with detailed data analysis and advice from its Ph.D.-level economists and statisticians, combined with patented industry-leading technology and predictive models to help optimize Delaware Parks marketing efforts and improve customer relationships”.

Stics will work with Delaware Park in analyzing player data from its various tracking systems; combining the data for a more complete understanding of customer activity at Delaware Parks multiple venues; and helping them to optimize incentives and reinvestment for greater loyalty and customer satisfaction. Stics has been providing various gaming organizations in the U.S. with this service for more than 8 years.

About Delaware Park

Delaware Park is a multi-faceted gaming facility offering guests live seasonal Thoroughbred racing, year-round simulcasting from around the globe, live table games, a 25-table poker room and 20-table dedicated tournament room, 2,400 exciting slot machines on two spacious levels, pro football sports parlay betting and White Clay Creek Country Club, featuring a world-class 18-hole championship golf course. Delaware Park is located minutes south of Wilmington and the Delaware Memorial Bridge and just north of the Maryland state line on I-95 at exit 4B. For more information on Delaware Park, visit www.delawarepark.com.

About Stics

Stics is an innovative [predictive analytics company](http://www.stics.com) from San Diego, California that provides its clients with customer insight that empowers them to predict and rank customer value. Its best-of-breed models are delivered through highly efficient, cost-effective Software-as-a-Service (SaaS). This makes Stics the most affordable predictive analytics option available. Since 2004 Stics has worked with casino companies such as Boyd Gaming, MGM Resorts International, PCI Gaming and others. Stics provides products/services for the casino and hospitality industry, as well as software providers, direct marketers, and government contractors. <http://www.stics.com>.

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