

STICS INTRODUCES BUSINESS INTELLIGENCE SERVICE ***Powerful Insights Eliminate Guesswork, Increase Casino Profit***

Las Vegas, NV /November 16, 2010—Stics, Inc. has developed the first gaming-industry-specific Software as a Service (SaaS) business intelligence solution. The [Stics Business Intelligence service](#) organizes, cleans, analyzes and transforms existing customer and operational data into strategic business insights. Armed with this information, casinos can more effectively target investment by customer/segment to increase profitability.

Said Christy Joiner-Congleton, Stics president and CEO, “Every gaming property collects data— tremendous volumes of raw, unprocessed data. Our business intelligence solution is designed to unlock this essential information and make it strategically valuable to our clients. Stics Business Intelligence provides insights into the key performance metrics, trends and customer patterns our clients need to make more effective business decisions.”

The new Stics Business Intelligence offering provides multi-dimensional views into a property’s operational data. It distills an otherwise overwhelming volume of information into manageable and useful perspectives. A series of monthly content-rich [analytical reports](#) enable casinos to track key metrics such as month-over-month casino performance, promotional costs, revenue and cost by segment, slot play by time of day, and consolidated and individual customer segment trends.

Continued Joiner-Congleton, “Our business intelligence service provides management with the answers they need to run their business more effectively. Our BI service is designed to identify important questions and provide the answers in report and visual formats. For instance, all segments and their profit, comps, free play, and all component costs are pictured together in one graphic.”

The Stics Business Intelligence Service is available in a variety of cost-effective packages, from standard to fully customizable. Business intelligence is the latest offering in Stics’ suite of analytics services for hospitality and gaming industry clients.

About Stics

Stics is an innovative [predictive analytics](#) and business intelligence company. Its best-of-breed models are delivered through highly efficient [Software-as-a-Service \(SaaS\)](#). This makes Stics the most affordable gaming centric predictive analytics and business intelligence option available. Stics provides services for the casino and hospitality industry, as well as software providers, direct marketers, and government contractors. For more information, visit www.stics.com.

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