

Predictive Analytics for Gaming Provider Stics Inc, Selected to Present at WBT Innovative Marketplace in San Diego

The software company is among 130 companies and technologies seeking capital, acquisition or licensing partners during WBT 2012

San Diego, CA – October 24, 2012– Stics Inc, a local San Diego software company, providing predictive analytics to the gaming industry, announced today it has been selected to be a presenter at the tenth annual WBT Innovation Marketplace presented by Northrup Grumman taking place October 24 – 26, 2012 at the San Diego Convention Center. Stics is among 130 companies and technology innovators from across the globe that were individually chosen by the WBT Selection Committee to present during WBT 2012. Stics will speak about its predictive software and discuss future plans for its proprietary technology to some of the country's leading venture capital firms, Fortune 1000 corporate licensees, federal agency representatives and university technology transfer managers.

Stics, Inc. provides deep statistical insight into the profitability of casinos existing databases. The innovative data modeling and analysis solutions predict and rank the value and/or risk of individuals and transactions, and support the gaming, government and software application markets. Stics delivers via a cost-effective data analytic services and delivery model. Stics provides data analysis, predictions, and reports at a fraction of the cost of in-house software. Stics has the tools, statistical software, analytical processes, industry-specific expertise and doctoral level staff to effectively optimize data for revenue generation and problem solving. By leveraging highly efficient Software as a Service (SaaS) delivery, Stics eliminates many typical implementation tasks and their associated costs.

"It is an honor to present alongside the world's best researchers and technologists," said Christy Joiner-Congleton, CEO and Founder, Stics, Inc. "We look forward to showcasing our predictive software and helping WBT attendees see first-hand how we can help casinos optimize their marketing profits, reduce unrequited promotional expenses, and keep customers happy at the same time."

"We are pleased to include Stics, Inc. in this choice group of emerging companies and technologies to our exclusive forum of institutional investors, angel investors, and corporate licensees," said Paul Huleatt, CEO, WBT Innovation Marketplace. "We hope Stics, Inc. will join the WBT alumni that have received over \$786 million in early and seed stage funding and licensing. One in three WBT presenters goes on to license, secure venture funding or sell their IP outright."

As with each year previously, the 2012 WBT Innovation Marketplace represents the collaborative, yearlong effort of investors, licensees, and tech commercialization professionals. The WBT is deal-focused and diverse, showcasing companies and technologies that vary by geography, funding source and type of research institution. Participating technologies are selected by and presented to seasoned venture investors and Fortune 500 licensing scouts representing a variety of growth oriented industries.

WBT 2012 will be hosted by the San Diego Regional Economic Development Corporation and CONNECT, an internationally recognized and award winning regional program that catalyzes the creation of innovative technology and life sciences products in San Diego County by linking inventors and entrepreneurs with the resources they need for success.

About Stics

Stics is an innovative predictive analytics company 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.

Additional information can be found by visiting www.stics.com

About WBT Innovation Marketplace

The WBT Innovation Marketplace is the world's premier showcase converging revolutionary new energy, life science, nanotech, material science and information technologies to seed limitless solutions for current market needs. Attendees will experience an unparalleled forum that is both deal-focused and unbiased with regard to geography, funding source or originating research institution.

Additional information can be found by visiting www.wbtshowcase.com

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