

**STICS PRESIDENT AND CEO
NOMINATED AS GAMING INDUSTRY INNOVATOR**
*Christy Joiner-Congleton a Contender for Prestigious
"Women in Gaming Award"*

San Diego/ June 22, 2010- Stics, a leading predictive analytics company, is proud to announce the nomination of its President and CEO, Christy Joiner-Congleton, for a [Women in Gaming Award](#).

Joiner-Congleton has been nominated for the "Innovator of the Year," one of nine awards categories.

The inaugural International Women in Gaming Awards has been created to recognize "exceptional women in the land-based and iGaming industries and to show that the gaming industry offers exciting career opportunities for women on both a national and global basis."

The awards event in London will support Breast Cancer Breakthrough and UNICEF.

As the developer of *CHIPS* (Casino and Hospitality Industry Predictive Science), Joiner-Congleton has made the power of predictive analytics accessible and affordable to casino properties using a cost-efficient Software-as-a-Service (SaaS) delivery model. Previously, only the very largest properties (e.g., Harveys) could afford the level of data mining, analysis and player behavior insight enabled by Stics' technology.

Ms. Joiner-Congleton is pleased to receive such a distinction. "To be considered an innovator in my field is such an honor. I hope to inspire other women to enter and excel in the gaming industry."

The winners in each category will be announced at the Women in Gaming Award Ceremony in London September 24, 2010.

About Stics

Stics is an innovative [predictive analytics company](#) providing customer insight that empowers clients to predict and rank customer value. Its best-of-breed models are delivered through highly efficient [Software-as-a-Service \(SaaS\)](#). Stics provides products/services for the casino and hospitality industry, software providers, direct marketers, and government contractors. For more information, visit <http://www.stics.com>.

Media Contact: Tamara Deverell, 858.547.8427, x 220