

Tech Results Announces that Soaring Eagle Casino & Resort has Chosen the Full Suite of Tech Results CRM and BI Solutions.

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LAS VEGAS (BUSINESS WIRE)— Tech Results announced today that Soaring Eagle Casino and Resort, Mount Pleasant, MI, has selected the Full Suite of Tech Results' CRM and BI solutions. All of Tech Results' products are focused on one of two major operational goals – either comprehensive, near real-time CRM, or comprehensive, near real-time business intelligence. The five products in the family are briefly described below.

Tech Results designed WAGER™ to provide gaming and hospitality enterprises with better data tracking, warehousing and decision making capabilities within every area of the business of the hospitality and gaming industry. It is a single system solution capable of maximizing returns by compiling data from every major transactional systems and delivering that information in ways that can be used effectively, everyday. WAGER™ takes advantage of the wealth of information available in gaming and expedites the management and performance of all key areas of the gaming enterprise from marketing to slots, food and beverage to cage/credit. The result is a robust, comprehensive system that goes beyond tracking preferences, performance, and potential worth – in truth, WAGER™ assists hospitality and gaming enterprises in maximizing their return on every dollar invested in all aspects of their business.

Total Promo™ is Tech Results' Enterprise Promotions™ Management System for Gaming, to transform, manage and perform drawings, giveaways and other promotional activities. Games Direct™ is the most fully-featured, exciting, and site-integrated Swipe-and-Win and Virtual Scratch-Off engine in the industry. Deliverable on any kiosk platform-- whether currently installed or new, it is entirely designed on industry leading game and animation platforms. The exciting content in the Games Direct games takes guests' participation in swipe-and-win style promotions to a whole new level.

Tech Results designed Host VIP! to provide one-to-one customer relationship marketing abilities to hosts and other player development professionals throughout the casino organization. With WAGER™ warehousing on the back-end, Host VIP! Provides information to hosts about all aspects of a customer's gaming experience—from their casino spend to their hotel folio to their tee times on the golf course. The advanced noticing engine built-in to Host VIP! ensures that hosts and other casino staff are made aware on a regular basis of both normal events, such as a hosted player coming in to play, and exceptional events, such as a large jackpot or other qualifier.

Tech Results' most recently introduced product is called Marketing Direct™. It is a purpose-built campaign management solution made exclusively for gaming and hospitality enterprises and is designed to provide customers with a robust campaigning engine at a reasonable price point. In Tech Results' experience, our more advanced customers eventually take steps towards a product that helps them manage promotions "soup-to-nuts". That is, build proformas and postformas, simplify campaign tracking, and expedite management of offers, chained offers, long-term performance, and so forth.

Together, all of these pieces work together to maximize the effectiveness of the current systems and improve property-wide data management and knowledge reporting for Soaring Eagle Casino and Resort.

Soaring Eagle Casino and Resort has over 4400 slot and video gaming machines and over 70 tables for games such as, Blackjack, Roulette, Craps, Poker, and more. For more info, go to www.soaringeaglecasino.com.

Tech Results is a provider of customer relationship management and business intelligence software solutions specializing in the gaming and hospitality market. Tech Results is headquartered in Las Vegas, Nevada with satellite offices in Shreveport, LA and San Diego, CA. For more information, go to www.TechResults.com.