



T E C H R E S U L T S

FOR IMMEDIATE RELEASE

Coushatta Casino Resort to Upgrade WAGER® and Install Other Tech Results Products
Software to help enterprise boost revenue, improve customer service

Las Vegas, NV (October 2009) – Coushatta Casino Resort, located in Kinder, Louisiana, has selected to upgrade WAGER®, a data warehousing and analytics tool from Tech Results. Coushatta will also install Games Direct®, Host VIP®, Agile Host® and the Free Play Expansion Pack as it moves to unify its business intelligence (BI) and customer relationship management (CRM) approach.

Tech Results partnered with Coushatta’s executive team to evaluate and establish current BI and CRM needs. Prior to the recent agreement with Coushatta, the enterprise was using the 2.5 version of WAGER’s Patron Revenue and Slot Revenue modules. In 2009, Tech Results released the 3.1 version of WAGER with new features that include increased functionality and user-friendly options. The upgrade of WAGER will allow Coushatta to leverage the strategic management of its data to aid in real-time decision making.

In addition to the upgrade of the Patron Revenue and Slot Revenue modules, the enterprise will install the Offer Impact, Event Impact, Group Impact and Free Play Expansion Pack modules. These modules will allow the enterprise to analyze lift, impact, performance, profit and redemption of events, offers and groups as well as providing the ability to analyze free play that has been awarded to patrons.

Coushatta selected to install Host VIP!, a CRM solution that will provide hosts with access to real-time player information. The enterprise will also utilize Agile Host, Host VIP!’s mobile component.

“As the cutting-edge CRM solution for an enterprise’s hosting needs, Host VIP! improves communications and allows hosts to make better comp decisions, which ultimately affects the bottom line” said Lars Klander, CEO and president of Tech Results. “Coushatta’s implementation of Agile Host will allow the hosts to have mobile access to player information, eliminating the need for the little black book allowing hosts to focus on delivering first-rate service.”

At present, Coushatta is using Tech Results’ Total Promo® promotions management solution and chose to bolster Total Promo’s success with the addition of Games Direct and the Free Play Expansion Pack. Games Direct will open up Coushatta’s kiosks as a full-fledged customer service platform that will offer patrons interactive games, self-redemption and points balances. The Free Play Expansion Pack will expand the rewards available to patrons by awarding free play credits or players club points during a promotion or interactive loyalty game.

“Technology needs for the gaming enterprise are continuously evolving,” said Klander. “The ability to visualize what impacts and drives revenue will enable Coushatta executives to respond to the needs of the business with the agility and flexibility that is needed in a gaming enterprise. We are proud to be the foundation for Coushatta’s overall BI and CRM vision.”

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Tech Results has provided innovative business intelligence and customer relationship management software solutions for the gaming and hospitality industry since 1998. Headquartered in Las Vegas, Nevada with satellite offices in Shreveport, Louisiana and Macau SAR, China, the company's 100-plus team members are focused upon providing the best software support in the industry with exceptional help desk support and an ongoing commitment to our customers' success at both a strategic and operational level. To learn more about Tech Results and its suite of business intelligence and customer relationship management products, visit www.techresults.com.

Coushatta Casino Resort is located in Kinder, Louisiana on US Highway 165 (I-10 exit 44) and features over 2,800 slots and over 70 table games. For more information, call 1.800.584.7263 or visit www.coushattacasinoresort.com.

CONTACT:

Jamie Wilhelm, jwilhelm@techresults.com

Telephone: 318.752.6574