



T E C H R E S U L T S

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The Meadows Takes Next Step toward Complete BI, CRM Vision

Software solutions chosen to transform customer service and boost profits

Las Vegas, NV (October 2009) – The Meadows Racetrack and Casino, located in Washington, Pennsylvania, will add to its existing business intelligence (BI) and customer relationship management (CRM) vision with additional software from Tech Results - the leader in BI and CRM solutions for the gaming industry.

Solutions chosen by The Meadows include Host VIP!®, Agile Host, Total Promo® and Games Direct® Free Play Expansion Pack, Games Direct® Self-Redemption Module and the Group Impact, Event Impact, Offer Impact, Free Play Expansion Pack, and Food and Beverage Impact modules of WAGER®. The solutions will facilitate a unified BI and CRM approach that will simplify the strategic and tactical management of the enterprise.

Prior to this agreement, The Meadows had already purchased and installed the WAGER Patron Revenue and the Slot Revenue modules. The Event, Group and Offer Impact modules will allow the enterprise to analyze lift, impact, performance, profit and redemption of events and offers, while the Food and Beverage Impact Module will provide for associations between carded patron information and food and beverage outlet revenue tracking. The Food and Beverage Impact Module is a great asset to enterprises working toward a 360-degree view of their patrons.

“The technology that drives the BI and CRM industry is constantly evolving,” said Lars Klander, CEO and president of Tech Results. “To remain competitive in the gaming sector, the enterprise must stay abreast of cutting-edge technology that can help them retain their edge over competitors. WAGER achieves this by providing the tools to decipher the vast amounts of information that an enterprise collects on a daily basis. With information that’s readily accessible and easy to understand, The Meadows’ management team can make real-time decisions that impact the bottom line.”

Augmenting the CRM foundation that was built with Total Promo® and Games Direct®, the addition of the Free Play Expansion Pack allows The Meadows to push free play credits awarded through Games Direct directly to the player’s card which can then be redeemed at a slot machine. The Self-Redemption Module will allow patrons to acquire comps at the kiosk.

“With the additions to Total Promo and Games Direct, The Meadows will be able to efficiently service their patrons while reducing long lines at the players club that are associated with loyalty promotions,” said Klander. “The ability for patrons to self-serve can also help reduce the amount full time employees needed to successfully set up and administer a promotion.”

The Meadows will also strengthen its customer service for hosted players with the implementation of Host VIP! and its mobile application Agile Host. The easy-to-use, scalable player management solution

arms VIP service reps, hosts and shift managers with the tools needed to improve performance and manage the enterprise's most valuable players while ensuring host accountability.

“The amount of player information that an enterprise captures is vast,” said Klander. “With proper utilization of that information, players are privy to a new level of relationship marketing. Access to real-time information on a hosted player ensures that patrons receive the appropriate level of service they deserve while simultaneously holding the hosts accountable for their daily interactions with the patrons.”

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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.

The Meadows Racetrack and Casino in Washington, Pennsylvania opened their new \$175 million casino in spring 2009. Owned and operated by Millennium Management [which also owns the Cannery Casino Resorts in Las Vegas], the enterprise features 350,000 square feet with 4,200 slot machines and integrates the long-standing tradition of harness racing with state-of-the-art gaming facilities. For more information about The Meadows, visit www.meadowsgaming.com.

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