



T E C H R E S U L T S

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Carson Valley Inn, Bodines Selects Tech Results' CRM Software

Total Promo®, *Games Direct®*, *Free Play Expansion Pack* to create robust promotions environment

Las Vegas, NV (March 2010) – Carson Valley Inn and Bodines Casino, located in Northern Nevada near Lake Tahoe, have chosen to install Games Direct®, Total Promo® and the Free Play Expansion Pack from Tech Results. The software will give the two properties new outlets for ticketless promotions and player loyalty programs. Tech Results provides the most reliable and comprehensive suite of business intelligence and customer relationship management solutions available to the gaming industry. The solutions chosen by Carson Valley Inn and Bodines are part of Tech Results' Intract platform which provides a comprehensive solution for CRM issues.

Total Promo and Games Direct combine the latest in ticketless promotions technology with interactive games to provide a one-of-a-kind player loyalty experience. Additionally, Games Direct transforms the kiosk into an additional touch point that lets patrons check point balances and redeem offers. The Free Play Expansion Pack will further expand their promotional rewards by adding the ability to award free play credits or players club points.

“Carson Valley Inn and Bodines have established a tradition of creating a fun and entertaining environment for the patron,” said Jason Wells, director of U.S. sales for Tech Results. “By adding Total Promo and Games Direct to their promotion and loyalty programs, the two properties will create an engaging environment for the patron. On top of that, they will reduce the amount of FTE hours and reduce or eliminate paper and printing costs through the ticketless promotions system. It’s a win-win for the patron and the properties.”

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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.

Carson Valley Inn and Bodines Casino are located approximately 20 minutes east of Lake Tahoe and 50 minutes south of Reno in Northern Nevada. Carson Valley Inn features more than 500 slots, table games, sports book, poker room. The casino resort also includes three dining facilities, lounges, entertainment and an RV resort. Bodines Casino boasts 30,000 square feet of gaming space with more than 280 slot and video poker machines and a sports book that features 50 feet of plasma TVs to display sporting events on. Bodines also features a restaurant and two specialty bars for guests. For more information, visit www.cvinn.com or www.bodinescarson.com.

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