



T E C H R E S U L T S

FOR IMMEDIATE RELEASE

Coushatta Casino Resort to Purchase Additional Tech Results CRM Solution
D2i Entry Viewer to Increase Promotion Visibility on Gaming Floor

Las Vegas, NV (March 2010) – Coushatta Casino Resort, located in Kinder, Louisiana, will install the D2i Entry Viewer from Tech Results' Intract™ platform of customer relationship management (CRM) solutions. Tech Results provides the most reliable and comprehensive suite of business intelligence and customer relationship management solutions available to the gaming industry.

The recent agreement continues Coushatta's commitment to solidifying their CRM and business intelligence (BI) solutions to improve customer service and increase revenue. To date, Coushatta has purchased Total Promo®, Games Direct®, Free Play Expansion Pack, Host VIP!®, Agile Host and several WAGER® modules. The D2i Entry Viewer software displays entries earned into a Total Promo promotion on the Bally Technologies iView®. By providing the amount of entries earned to a patron at the slot machine, patrons will be motivated to earn additional entries into a promotion as well as spend more time at the device.

“Our BI and CRM solutions implemented at Coushatta Casino Resort has demonstrated how important BI and CRM solutions are in today's casino – and the leaders at Coushatta know that,” said Lars Klander, CEO and president of Tech Results. “The D2i Entry Viewer was built with the patron in mind. We make it easy to see how many entries they've earned into a promotion without having to wait in line at the players club. With increased promotion visibility on the gaming floor, uncarded patrons will have a chance to see what they're missing and want to join the players club.”

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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.

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