



T E C H R E S U L T S

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Grand Victoria to Bolster Promotions Mix with CRM Software from Tech Results

Casino to utilize Total Promo®, Games Direct® to drive loyalty, coin in

Las Vegas, NV (March 2010) – Grand Victoria, located in Elgin, Illinois, will install Games Direct® and Total Promo® from Tech Results. The software is part of the Intract™ platform that provides customer relationship marketing solutions for gaming.

The Total Promo ticketless promotions system along with Games Direct’s interactive promotional games will give the promotions department additional options to entice patrons to make a first or return visit to the property. Games Direct will also allow the casino to utilize kiosks so patrons can check points balances and redeem offers equating to more time spent on the floor, boosting coin in.

“Grand Victoria is known for bringing Vegas-style gaming to the Chicagoland area,” said Lars Klander, CEO and president of Tech Results. “Total Promo’s ticketless promotions system reinforces the Vegas-style gaming environment by providing exciting promotions that patrons can participate in without leaving the gaming floor. Games Direct takes the Vegas-style gaming theme even further by giving the promotions department new promotional opportunities to work with. For Grand Victoria, our solutions will help maintain their position as a leading provider of gaming entertainment while boosting the bottom line.”

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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.

Grand Victoria Casino, located in Elgin, Illinois, on the scenic Fox River, features more than 1,100 slot machines and a wide variety of table games that include blackjack, roulette, Caribbean stud poker, three-card poker, craps and baccarat. The casino is open daily from 8:30 a.m. to 6:30 a.m. For more information, visit www.grandvictoria-elgin.com.

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