



T E C H R E S U L T S

**Gila River Gaming Enterprises to Automate Ticket-Based Promotions
with Total Promo®, Games Direct®**

Solutions from Tech Results to add new loyalty options for carded patrons

Las Vegas, NV (April 2010) – Tech Results, the leading independent provider of business intelligence (BI) and customer relationship management (CRM) software for the gaming industry, today announced an agreement to provide Gila River Gaming Enterprises with several solutions from its customer relationship management suite, Intract™.

Located in Chandler, Arizona, Gila River will use Total Promo® and Games Direct® at all three properties to engage players and boost loyalty with ticketless promotions and interactive swipe-and-win loyalty games.

“The Gila River community has invested so much time, dedication, and hard work in creating the premier destination for gaming in the Phoenix area,” said Lars Klander, CEO and president of Tech Results. “Gila River understood what made Tech Results’ CRM solutions superior to other competition. Our dedication to customer service and the delivery of a reliable product that exceeds expectations – together with our proven record of return on investment and on-going value -- is what makes our products so desirable. I am confident that Total Promo and Games Direct will provide Gila River with the competitive edge they desire in increasing and maintaining their carded database.”

Gila River CEO Harold Baugus said the decision to choose Tech Results was easy. “Gila River Gaming Enterprises chose to implement Total Promo and Games Direct in our casinos as [they are] the leader in interactive promotional kiosks providing guests a fresh option for ticketless promotions. We look forward to implementing the kiosks in all three of our casinos and are excited to offer our guests a new option to enjoy all that Gila River Gaming Enterprises has to offer,” Baugus said.

Installation is scheduled to begin immediately as Tech Results has already met regulatory approval and licensure requirements.

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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.

Gila River Gaming Enterprises, Inc. owns and operates three casinos within the Gila River Indian Community including *Wild Horse Pass Hotel & Casino*, *Lone Butte Casino*, and *Vee Quiva Casino*. All three casinos are open 24 hours a day, 365 days a year. Additional information on these casinos, promotions, and other information about the gaming enterprise is available on their website at www.winglariver.com.

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