



T E C H R E S U L T S

FOR IMMEDIATE RELEASE

Kla-Mo-Ya Casino to Streamline Promotions with Total Promo®, Games Direct®

Casino to use automated ticketless promotions system, interactive loyalty games to enhance customer experience

Las Vegas, NV (May 2010) – Tech Results, the leading provider of business intelligence (BI) and customer relationship management (CRM) software for the gaming industry, today announced an agreement to provide Kla-Mo-Ya Casino with several solutions from the gaming industry’s only end-to-end integrated customer relationship management platform, Intract™.

Located in Chiloquin, Oregon, Kla-Mo-Ya Casino will install Total Promo® and Games Direct®. The decision to purchase the CRM software comes after casino executives established that manual, paper-based promotions were impacting the level of customer service. Total Promo’s automated ticketless promotions system will help reduce long lines associated with paper-based promotions and free up more FTEs to focus on other customer service needs. Kla-Mo-Ya’s addition of Games Direct will transform their kiosks into loyalty hubs offering carded patrons interactive swipe-and-win games.

“I am excited to begin our relationship with Kla-Mo-Ya Casino and the Klamath Tribes of Oregon,” said Lars Klander, CEO and president of Tech Results. “By utilizing our CRM systems, the marketing team at Kla-Mo-Ya Casino will add depth to their promotional base while creating a more entertaining gaming environment for the carded patron base. We’re also looking forward to seeing the impact of our systems in the maturing Oregon market.”

Installation is scheduled to begin in the second quarter of 2010.

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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.

Located 22 miles north of Klamath Falls at the junction of U.S. 97 and Crater Lake Highway in Chiloquin, Oregon, **Kla-Mo-Ya Casino** is owned and operated by the Klamath Tribes. Kla-Mo-Ya Casino is open 24/7 and features more than 380 slots and blackjack in a smoke-free environment. The casino offers two dining options for patrons: the Still Waters Buffet and Rapids Deli. For more information, visit www.klamoyacasino.com.

CONTACT:

Jamie Wilhelm, jwilhelm@techresults.com

Telephone: 318.752.6574