

CONTACT:
Ms Cynthia Grinzivich
Tech Results
+1 (702) 273-1293
cgrinzivich@techresults.com
www.techresults.com



FOR IMMEDIATE RELEASE

NEVADA GAMING APPROVES INTRACT™ PROMOTIONS FREE PLAY EXPANSION PACK™

Nevada casinos can automate Free Play prizes in lucky draws and giveaways with Tech Results' InTRact CRM solutions

Las Vegas, NV – July 15, 2011 – Tech Results announced today that the Nevada Gaming Control Board has approved the Free Play Expansion Pack (FPXP) add-on for the company's Total Promo® ticketless promotions system. Casinos in Nevada now can join properties in other jurisdictions in giving members more chances to win, whilst substantially minimizing promotional costs, by automating Free Play rewards using lucky draws and other promotional giveaways.

“Free Play credits are an important part of loyalty programs and customer reinvestment plans in today's gaming industry,” says Lars Klander, President and CEO of Tech Results. “Nevada's review and approval of the FPXP is evidence of its commitment to protect gaming patrons' interests while still keeping the Nevada casinos competitive. We are excited to bring this technology to properties here.”

InTRact™ is Tech Results' Customer Relationship Management system. The promotions modules, Total Promo® and Games Direct®, combine the latest in ticketless promotions technology with interactive instant-winner games to provide an engaging experience for loyalty program members. The Free Play Expansion Pack will expand the rewards available to patrons by automating the process of awarding Free Play credits or Players Club points during a promotion or interactive game.

“Free Play rewards can be much less expensive to casinos than traditional cash giveaways,” says Klander, “and loyalty program members love receiving more chances to win. With InTRact™ and the FPXP, casinos can give patrons two chances with one promotional investment.”

About Tech Results

Founded in 1998, Tech Results provides solutions designed to maximize profit at casino entertainment venues. As the leading provider of Business Intelligence and Customer Relationship Management solutions for gaming worldwide, Tech Results offers a range of software and services for use both front- and back-of-house. Headquartered in Las Vegas, Nevada with regional offices in Louisiana and Macau, the company is focused on our customers' ongoing success at both a strategic and operational level. For more information, visit www.techresults.com.

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