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### FOR IMMEDIATE RELEASE

#### **Tech Results' Total Promo® Ticketless Promotions System Manages Millions of Entries During The Meadows' 25 Million Point Giveaway**

Las Vegas, NV (January 20, 2012) – Tech Results reports that its Total Promo® module recorded a final count of 533,329,945 entries for 2200 participants, in the recently concluded New Year 25 Million Point Giveaway promotion of The Meadows Racetrack and Casino in Washington, PA.. This is the biggest patron participation event in Tech Results' 14-year history and, by far, in any of The Meadows' promotions while using Total Promo®.

“The success of the promotion clearly reinforces our goal to provide our partners with solutions focused on the bottom line – increasing revenue, big returns and strong ROI,” says Lars Klander, president of Tech Results. “The vast amount of data and entries, which Total Promo® handles, proves our cutting-edge solutions are robust and reliable. Now more than ever, it is critical to retain and grow your edge over competitors,” Klander added.

The Total Promo® ticketless promotions system, along with Games Direct® interactive promotional games, give the marketing department additional, measurable options to induce patrons to make a first or return visit to the property. Games Direct® is kiosk-based, allowing patrons to check point balances and redeem offers; this equates to more time enjoying the property and reduced costs for The Meadows. These software solutions are parts of the InTRact™ platform that provides customer relationship marketing solutions for gaming establishments.

Tech Results provides the most reliable and comprehensive suite of business intelligence and customer relationship management solutions available to the gaming industry. For more information on Tech Results and InTRact, call 1-866-FOR TECH or visit their website at [www.Techresults.com](http://www.Techresults.com).



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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, the company's team members are focused on providing the best software support in the industry with exceptional help desk support and an ongoing commitment to the 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 solutions, visit [www.techresults.com](http://www.techresults.com).

**The Meadows Racetrack and Casino** in Washington, Pennsylvania opened their new \$175 million casino in spring 2009. Owned and operated by Millennium Management [which also owns the Cannery Casino Resorts in Las Vegas], the enterprise features 350,000 square feet with 4,200 slot machines and integrates the long-standing tradition of harness racing with state-of-the-art gaming facilities. For more information about The Meadows, visit [www.meadowsgaming.com](http://www.meadowsgaming.com).

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