



Stics industry news –

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CHIPS™ - It's Not Just A Cop Show Anymore

We all remember the campy '70's TV show – CHIPS. The one with motorcycle cops – Ponch and John. Well, this CHIPS™ has nothing to do with that except the name. G&L recently had the opportunity to talk with the management team at Stics and discovered a very impressive analytics tool that is worth taking a look at. It just happens to be called – CHIPS™

The Stics, Inc. CHIPS™ (Casino and Hospitality Industry Predictive Science) recently announced some impressive results that their analytics tool has been bringing to the gaming and hospitality industry. For instance, the Stics product has been in use at the Beau Rivage Resort and Casino, one of the largest casino properties in the Southeast, since June of 2008.

During that time, it has racked up impressive and consistent results. In economically challenging times, the Stics CHIPS product can help find those customers that might not have spent all their available gaming dollars. CHIPS can find those customers that have predicted values higher than their apparent values in a number of dimensions. These are viable customers that may be overdue to return to your property.

CHIPS finds them and then works with you to provide just the right motivation or promotion to bring them back to your property.

Stics' patent-pending CHIPS™ product has been in use at the Beau Rivage Resort and Casino, Biloxi, MS, since June of 2008. CHIPS™ has provided significant improvements in revenue and player response every month. Brian J. Bork, VP of Marketing for MGM MIRAGE Mississippi Operations, is delighted with the results experienced using the CHIPS product, stating, "The Stics product has become part of our regular marketing program at both the Beau Rivage Resort and Casino in Biloxi, MS, and the Gold Strike Resort and Casino, in Tunica, MS. During the five months of use, the results have been outstanding and the services of the Stics staff as responsive, timely, professional, and well informed about the casino business. Working collaboratively with Stics helps us target our offers, criteria and selection of players to mail. On average per month, we have experienced a \$500,000 incremental gain to our revenues; making our investment with Stics pay for itself by more than 10X. Obviously, Stics is part of our go forward strategy. Stics rocks!"

Stics helps the Beau Rivage, and other properties, boost profits and reduce costs by optimizing mailings to both table and machine loyalty players. The results experienced at the Beau Rivage are typical with the Stics CHIPS product.

Typically, CHIPS provides a ten times or better return on investment beginning with its first month of operation. You can learn more about CHIPS by checking their website at www.stics.com.