

CIRCUS CIRCUS LAS VEGAS PARTNERS WITH STICS, INC. *Predictive Analytics Will Bring Stronger Customer Relationships*

San Diego, CA /November 9, 2010– Circus Circus has become the latest Vegas property to harness the power of predictive analytics, choosing Stics, Inc. for deeper customer insight.

Said Jackie Zlatanovski, VP of Marketing, “At Circus Circus, our customers are very important to us. We are always looking for ways to understand them better and build stronger relationships with them. To maintain those relationships, we need our outreach to be strategic, focused, and cost-efficient. This requires reliable insight into their behavior patterns, hence the need for predictive analytics – and Stics.”

Stics will provide detailed customer data analysis and advice from Ph.D.-level economists and statisticians, combined with patented industry-specific technology and models. With this support Circus Circus will be able to more accurately predict and act on Circus Player Club member behavior such as expected number of visits, predicted value (average daily worth or profitability), reinvestment rates, and likelihood of responding to a specific offer.

“This level of intelligence can bring significant value to a time-tested and unique brand like Circus Circus,” said Christy Joiner-Congleton, Stics President and CEO. “The ability to strategically adjust outreach will give Circus Circus more control over its Circus Players Club marketing campaigns and long-term customer relationships.”

Circus Circus chose Stics based on the company’s work with other MGM properties both on and off the Las Vegas strip. Said Zlatanovski, “Stics was the obvious choice for us. Their reputation is backed by real results. Our sister MGM properties have achieved significant savings and incremental profitability.” She added, “Another benefit is speed. We’ll be able to incorporate Stics’ analyses within a few weeks. We’re eager to get started.”

About Circus Circus Las Vegas

Established in 1968, Circus Circus is a family focused entertainment venue located on the Las Vegas strip. It is a wholly owned subsidiary of MGM Resorts International (NYSE: MGM) one of the world's leading global hospitality companies. In addition to its popular hotel and casino, Circus Circus features the world’s largest permanent circus, and The Adventuredome, an indoor theme park.

About Stics

Stics is an innovative [predictive analytics company](#) providing customer insight that empowers clients to predict and rank customer value. Its best-of-breed models are delivered through highly efficient, cost-effective [Software-as-a-Service \(SaaS\)](#). This makes Stics the most affordable predictive analytics option available.

Stics provides products/services for the casino and hospitality industry, as well as software providers, direct marketers, and government contractors. For more information, visit <http://www.stics.com>.

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