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**FOR IMMEDIATE RELEASE**

## **Stics, Inc. CHIPS™ Product Delivers Again: Impressive Results at the Gold Strike Casino**

Stics' patent-pending CHIPS™ product is currently being used at the Gold Strike Casino Resort and provides immediate improvement in revenue and player response.

LAS VEGAS, Nevada (01/14/2009) — The Stics, Inc. CHIPS™ (Casino and Hospitality Industry Predictive Science) product just announced at the Global Gaming Expo (G2E) 2008 Conference in Las Vegas brings in impressive results for yet another operation. The Gold Strike Casino Resort in Tunica, MS, reports impressive results immediately after implementation of the CHIPS product. The Stics product and services became available for application to the marketing efforts of the Gold Strike in the month of October and provided immediate return of ten times ROI.

### **Ten Times ROI Right Away Again**

When Brian J. Bork, VP of Marketing for MGM MIRAGE Mississippi Operations, reported the excellent results he had already experienced at the Beau Rivage and immediately expanded the use of the product at the Gold Strike in Tunica, MS.

Bork reported that, "the Stics' CHIPS product and services does the work and provides gains as great as those provided by much larger staffs I've worked with elsewhere, and as great as work provided by much more expensive vendors

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outside. Our staff at the Gold Strike is experienced with analytical products and is very happy with the Stics results. CHIPS is doing the trick again at the Gold Strike. Response rates and revenues have increased as they did at Beau Rivage Resort and Casino.“

### **CHIPS Gladly Addicting**

Brian J. Bork immediately agreed, “With ROIs consistently at the 10x level, there’s no reason not to share the level of success with other MGM MIRAGE marketers! I especially appreciate the responsiveness of the Stics staff to issues that are timely for us and the experience of predictive modeling that they bring to the table.”

### **What They Are Doing with CHIPS**

At the Gold Strike, marketers have run a set of complex test and control group promotions to really make progress with their campaign strategies in the fourth calendar quarter. They have a number of additional programs in the coming year with the Stics CHIPS product a continuing piece of that strategy. Each month, the analytically experienced staff at the Gold Strike devises new ways to use the product, its results, and the previous months’ response factors to improve the next month’s offerings. The Gold Strike expects to continue to grow revenue and profitability in difficult economic times, using the Stics product.

### **How CHIPS Works**

Using proprietary algorithms, gaming and property data and the insights gained in years of examining and deciphering complex gambling data, Stics statisticians have built and deployed a variety of predictive models to maximize profitability. This Stics service is flexible and has a short turnaround from campaign concept to execution. The Stics team is responsive to the emergent mandates of the gaming market, local conditions and works with your marketing and IT teams to minimize disruptions. Although not the only delivery method available, typically we perform these services off site so no expensive hardware and software are

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required. We can provide software for local use, dependent on customer needs.

### **Find out More**

Stics is so confident that CHIPS™ will provide immediate and substantial improvement in casino marketing operations that it announced a special promotion to qualified gaming organizations at the recent 2008 Global Gaming Expo in Las Vegas. Casino representatives can learn more by visiting Stics at the company's website [www.stics.com](http://www.stics.com).

### **About Stics, Inc.**

Stics is a privately held leading provider of predictive analytical services, statistical model building, and customized decision-support applications. The firm specializes in areas of customer relationship management and customer valuation with emphasis on delivering both software tools and statistical prediction services to casino and hospitality operations. Stics was founded in 2004 and began major progress in the casino and hospitality industry that same year. The firm acquired all the assets, technologies, and early work of a predecessor, Stone Analytics, Inc., gaining six more years of technological and business progress, and enabling Stics to build impressive technologies quickly. Stics is a San Diego based company and can be found on the web at [www.stics.com](http://www.stics.com), along with its technological acquisition [www.stoneanalytics.com](http://www.stoneanalytics.com).

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