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FOR IMMEDIATE RELEASE

New York- New York Hotel & Casino, Las Vegas Selects Stics, Inc.'s Predictive Analytics

Stics' patent-pending CHIPSTTM predictive analytics product has been chosen by another casino to identify high value rewards or loyalty club members.

San Diego, CA (03/06/2009) — The Stics, Inc. CHIPSTTM (Casino and Hospitality Industry Predictive Science) product, which was announced at the Global Gaming Expo (G2E) 2008 Conference in Las Vegas, has been chosen by another casino operation to examine its customers. New York – New York Hotel and Casino - Las Vegas (NYNY) has selected Stics Inc.'s predictive analytics to identify high value rewards members who may not fit into their current marketing profile. Stics has a proven track record uncovering valuable patrons.

Typically, these patrons are not found with existing techniques and technologies available to the casinos, either because the last activity of these casino patrons was outside an acceptable contact period or because these patrons fall outside another of the casino's tried-and-true mailing parameters. To find these patrons with other technologies would be too costly and inefficient. The CHIPSTTM technology efficiently finds diamonds in the rough.

Substantial ROI within 90 days

When Courtney Wenleder, Vice President and the Chief Financial Officer at NYNY, heard of the excellent ROI reported by other MGM casinos, she initiated a project with Stics Inc. Ms. Wenleder reported that, "the Stics CHIPSTTM service does the heavy lifting involved in finding worthy customers without expensive or time consuming IT overhead or additional technical and operational requirements levied on our busy marketing team. Our database contains hundreds of millions of records of various kinds. Stics is expert at unlocking its mysteries. We look forward to working with the statisticians at Stics, leveraging their insights and experience, and incorporating the predictive models built into the CHIPSTTM product and service to inexpensively boost business at the New York – New York Hotel and Casino."

What New York – New York Hotel and Casino is doing with Stics, Inc.

At the New York – New York Hotel and Casino - Las Vegas, marketers run consistently successful and aggressive campaigns to reach rewards members who are active at the Casino. The gain, as Christy Joiner-Congleton, Stics President and CEO explains, is that "The Stics CHIPSTTM product will enable NYNY to increase its marketing efforts beyond existing strategies without living in fear of the consequences. The CHIPSTTM service empowers the casino to find additional valuable players who will respond to contact, will come in, and will increase both revenue and profitability." Statistical analysis and campaign prediction of the NYNY customer is already underway.

How CHIPSTTM Works

Using proprietary algorithms, experience with gaming and property data, and the insights gained in years of examining and deciphering complex gambling records (down to the session level), marketing promotion and response information, and lodging data, Stics statisticians

have built and deployed a variety of predictive models to maximize profitability. The 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 and local conditions and collaborates with marketing and IT teams to minimize disruptions and speed results. Although other delivery methods are available, typically, Stics delivers its insights and results as a periodic service. In the service, the complex operations are performed off site and results delivered in a neat and easy-to-consume package. With this delivery option, no expensive hardware and software are required of the property, and the CHIPS™ product provides economical and effective results. Of course, Stics provides its products and services for local use and installation via software, dependent on customer needs, but never requires it.

Find out More

Stics is confident that CHIPS™ will provide immediate and substantial improvement in casino marketing operations. Casino and Hotel representatives can learn more by visiting Stics at the company's website www.stics.com.

About New York – New York Hotel and Casino – Las Vegas

The majesty of the Statue of Liberty, the excitement of Times Square, the ethnic flavor of Chinatown and Little Italy, and the nostalgia of Coney Island: The Big Apple is known throughout the world for its excitement, sophistication and cherished landmarks. Guests of New York – New York Hotel and Casino experience that singular New York City style accentuated by the intense energy that only Las Vegas can provide.

About Stics, Inc.

Stics is a privately held leading provider of predictive analytical products and 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 and field impressive technologies quickly. Stics Inc is a San Diego based company and can be found on the web at www.stics.com, along with its technological acquisition www.stoneanalytics.com.

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