

## STICS UNVEILS AN INNOVATIVE NEW PREDICTIVE ANALYTICAL MODEL FOR FREE PLAY

*Industry's first Free Play Reinvestment Model designed to help gaming properties increase gross gaming revenue.*

San Diego, CA. /November 18, 2009 – Stics, a leading provider of [predictive analytic](#) products and services for the [casino and hospitality industry](#), announces a new model targeting Free Play promotions. The Free Play Model predicts the appropriate amount of Free Play needed to generate reinvestment at the rate desired by individual clients.

Stics takes the guesswork out of assigning Free Play. Our process starts by partnering with clients to understand their objectives. Then, we digest their customer loyalty data and promotional criteria through our scientific models, including our specialized business intelligence. Next, Stics delivers specific recommendations, helping clients offer the right promotion to the right customer at the right time. Finally, we give our clients detailed reports on our findings.

“Today’s market conditions require an increased focus on profitability. Stics is addressing this need with our new Free Play model and the potential it brings for greater ROI. Stics is actively developing more sophisticated technology and information systems to manage the business of gaming— more profitably,” said Christy Joiner-Congleton, president and CEO of Stics.

A late October [consumer confidence survey](#) from the Conference Board reports consumers remain quite pessimistic about their future earnings and will likely constrain spending during the holidays. Joiner-Congleton added, “Consumer spending on gaming generally declines along with consumer confidence.”

To improve the profitability of Free Play and other promotional offers, it is critical to accurately and individually understand the offer in many dimensions. Stics’ scientists have augmented its offer categorization technology with the [CHIPS \(Casino and Hospitality Industry Predictive Science\)](#) solution, to more fully appreciate the value of offers, and the many dimensions of the typology and timing of offers.

Joiner-Congleton said, “Stics’ CHIPS solution makes it possible for our clients to understand the profitability of each individual customer. Our new model, Free Play, goes beyond our core offering helping clients know who to spend their promotional dollars on and how much to spend on each, in order to generate the highest returns. With Stics, our clients can improve gross gaming revenue profitably and gain a fast ROI.”

### **About Stics**

Stics is an innovative [predictive analytics company](#) providing customer insight for greater ROI. Our best of breed models are delivered through highly efficient [Software-as-a-Service \(SaaS\)](#), and our products are specialized for software providers, direct marketers, government contractors and the casino and hospitality industry. Stics’ unique combination of analytical software, complex mathematical models, computing power and industry experience empower our clients to more accurately predict and rank customer value. For more information, visit <http://www.stics.com>.

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