

## **STICS ANNOUNCES G2E PROMOTION PREDICTIVE ANALYTICS FOR MARKETING OPTIMIZATION**

***Casino and hospitality properties can enjoy 10x returns on marketing campaigns, with a risk free guarantee.***

San Diego, CA. /November 17, 2009 – Stics, a leading provider of [predictive analytic](#) products and services for the [casino and hospitality industry](#), announces a special G2E “Be The Hero” promotion with a Risk Free Guarantee. Through November 30<sup>th</sup>, qualified casinos can sign up to experience the benefits of predictive analytics— with no up front investment and a guaranteed return on investment.

Stics is confident this special promotion can quickly identify profitable customers. By leveraging its innovative predictive modeling solution, CHIPS (Casino and Hospitality Industry Predictive Science), Stics’ clients on average earn a 10x monthly ROI.

“Using predictive analytics provides a strong competitive advantage important to long-term success, when profitability is a key performance indicator. Our recommendations increase campaign effectiveness with high and sustainable returns,” said Christy Joiner-Congleton, president and CEO of Stics.

“We believe every casino can benefit from the industry specific science in CHIPS. This promotion removes the obstacles, that prevent clients from trying something new, and gives them an easy way to experience the benefits of predictive modeling,” added Joiner-Congleton.

Stics’ direct marketing optimization solutions quickly turn customer loyalty data into actionable information helping clients increase revenue and campaign profitability. Stics’ CHIPS solutions make it easy for casino marketers to “Be The Hero” with:

- High ROI – 10x monthly
- No capital expenditures
- Fast and easy implementation
- No IT support required
- Years of industry experience

To register for this special promotion, please visit us at G2E 2009 booth #546 or online at [www.stics.com/bethehero](http://www.stics.com/bethehero).

### **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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