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**Casino Marketing Alliance Hit the Jackpot with Pinnacle Customer Acquisition Campaign
*Wins the 2007 Silver ECHO Award, the Oscar of Direct Marketing***

SAN FRANCISCO, October 17, 2007—The Casino Marketing Alliance (CMA), the premier casino direct marketing company and its alliance partner Nimblefish Technologies, Inc. (“Nimblefish”) the leading provider of automated marketing engines scored big with a Silver ECHO Award for their work with Pinnacle Entertainment, Inc. (“Pinnacle”), a leading casino operator headquartered in Las Vegas. The awards were presented last night at a black-tie gala at the DMA07 Conference and Exhibition in Chicago.

Strategy+Data+Analytics+Technology The sophisticated direct marketing system was designed to attract customers to L’Auberge du Lac, Pinnacle’s premiere casino resort in Louisiana. The strategy was all about playing the numbers and identifying the winning combination to increase customer acquisition, optimize customer offers and ensure repeat visits. First, CMA compiled casino patron information from Global Cash Access (GCA) and constructed models in order to predict each prospect’s Average Daily Theoretical value (“ADT”). Once the behavioral analysis was complete, relevant, personalized messages with accompanying custom offers were sent via direct mail, email and personalized URL (“PURL”) websites through an automated multi-touch curriculum provided by Nimblefish. Finally, sophisticated experimental design set the stage for optimization in the next phase.

“The collaboration between Nimblefish, CMA and our partner GCA created a best-of-breed solution that resulted in an unprecedented offer redemption response for an acquisition program and generated seven digit revenues from patrons new to Pinnacle,” said Brian Flynn, co-managing director of CMA.

“To be chosen out of a field of over 1,100 submissions from the best direct marketing agencies is a huge honor and validates our integrated, automated direct marketing approach for casino resorts,” said Suzann Stone, vice president, travel and entertainment for Nimblefish. “Our unique partnership with Casino Marketing Alliance demonstrates how effective combining behavioral data with relevant, personal communications is in order to engage prospects and transition them into loyal customers,”

About the ECHO Awards

The International ECHO Awards are produced by the DMA. A highly coveted industry honor, the ECHO is the only comprehensive international direct marketing award recognizing excellence in strategy, creativity, and results. Categorized into twelve primary business segments, winners are chosen after three rounds of qualifying by direct marketing experts and the ECHO committee, senior members of the direct marketing community. Campaigns are evaluated for their response results, marketing strategy, and creative components. Winners in the various segments receive gold, silver, or bronze ECHOs.

About Casino Marketing Alliance

Founded in 2004, CMA significantly improves customer economics at each stage of each customer's lifecycle by measurably increasing each patron's preference for its clients' properties. CMA drives these results by transforming insights gained from analyzing a casino's and proprietary 3rd party data into actionable, proprietary models tailored for each casino. CMA embeds these models into rules based micromarketing programs that deliver exactly the right messages and offers at exactly the right time. CMA continuously optimizes media types, frequency, offer types/amounts and the creative for each individual patron to realize that patron's full-potential value. Programs operate continuously and are 'dialed up/down' depending on a casino's needs

About Nimblefish Technologies

Founded in 1999, Nimblefish is the world's premier provider of automated marketing engines for Fortune 500 companies. From variable video to personalized websites to email and other web direct marketing tools, Nimblefish allows companies to engage in an ongoing dialogue with its best prospects. According to a 2006 American Interactive Consumer Survey, 85% of consumers shop online for offline purchases. Nimblefish's comprehensive suite of marketing engines enables large organizations to deliver relevant communications automatically to customers at key stages of the considered purchase process to significantly increase sales and enhance the customer brand experience. Nimblefish is based in San Francisco and its clients include AT&T, Lowe's Home Improvement, and Pinnacle Entertainment among others.

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