

For immediate release

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Casino Marketing Alliance Announces New Director of Marketing Services

SAN FRANCISCO, November 7, 2007—

Katie Colosi has joined Casino Marketing Alliance (“CMA”) in the new position of Director of Marketing Services. In that role, she will manage casino client relationships and service, as well as strategic alliance partnerships. She will also be a key player in developing CMA's customer insight and analytics offerings. “Katie has been instrumental to CMA’s success to date while she was at Nimblefish including helping us win a DMA Silver ECHO award...the Oscar equivalent for outstanding direct marketing excellence. CMA is thrilled that Katie’s casino marketing experience will be fully leveraged to continue to create terrific value for our casino clients...and help us win a Gold ECHO,” said Brian Flynn, CMA Co-Founder/Managing Director.

She joins the company from Nimblefish Technologies, a CMA alliance partner, where she served as Client Solutions Manager on programs in gaming, retail and financial services. Prior to Nimblefish, Ms. Colosi worked in Direct and Database Marketing for Intuit’s Quickbooks line of financial supply products. She began her career in Brand Experience Marketing for Mercedes-Benz USA LLC, where she managed and ensured integrated customer experiences across advertising, direct marketing, sponsorship events, and in-store promotion. Ms. Colosi holds a bachelor's degree in media and journalism from James Madison University and master's degree in integrated marketing communications from Northwestern University.

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

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