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Casino Marketing Alliance Becomes DiamondStream

SEATTLE, Wash., July 18, 2008 – Casino Marketing Alliance, provider of market intelligence and data-driven integrated marketing strategies to the gaming industry, today announces its new company name, DiamondStream (www.diamondstream.com). The new name and branding better reflect the company's capabilities in providing profit-building optimization strategies and on-going revenue opportunities to its clients in gaming and entertainment.

"A stream of diamonds as in a stream of value – that is what we provide to our clients," says Dean Donovan, co-founder and managing director. "This also has connotations of a stream of very highly rated players, although we would see it more as valuable players instead of highly rated players."

DiamondStream offers a variety of products and services ranging from market view analysis, patron targeting, predictive modeling and segmentation, marketing and brand strategy, lifecycle program execution, and BI reporting. In addition, DiamondStream incorporates experimental design into its clients' programs to continuously optimize response and profitability.

Brian Flynn, co-founder and managing director, commented, "(DiamondStream) is a direct marketing company with a singular focus: helping casinos find and develop patrons, the right patrons, the best patrons, all at the lowest and most efficient cost. DiamondStream has created systems using its own and others' technology to sift through the constant stream of millions of databits to find and execute on opportunities to earn profits from existing patrons...and to identify and correctly predict the value of new ones."

To achieve this, DiamondStream brings together best of breed partners like Global Cash Access, Nimblefish Technologies, Amodeo Entertainment, Lityx and Success Metrics to produce full-service, actionable marketing solutions for casinos.

About DiamondStream

Founded in 2004 under the name Casino Marketing Alliance, DiamondStream is dedicated to significantly improving customer economics for its clients in the gaming and entertainment industries. DiamondStream drives these results by transforming insights gained from analyzing its clients' and proprietary 3rd party data into actionable, proprietary scoring models and informative market share analysis.

DiamondStream's marketing execution services leverage these analytics to deliver multi-channel marketing programs that have won recognition by the Direct Marketing Association 2007 ECHO Awards (Silver Award, Entertainment/Publishing) and the American Gaming Association Awards (Finalist, Best Direct Marketing Campaign of the Year).

For more information on DiamondStream, visit www.diamondstream.com

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