

DiamondStream Selects Birst as Advanced Analytics Solution for Gaming and Entertainment

On-demand business intelligence platform allows rapid creation and deployment of flexible applications for personalized marketing

SAN FRANCISCO, CA – September 30, 2008 — *DiamondStream*, the leading provider of one-to-one marketing services for the Gaming and Entertainment industries, today announces its selection of Birst™ as its solution for analyzing customer and marketing data. *DiamondStream* also selected Birst as its analytics partner; *DiamondStream* will build gaming-specific analytical applications for its own clients using Birst.

“Our clients look to us for solutions that drive marketing efficiency and productivity. In order to deliver unique, highly effective solutions, we needed a partner that was powerful and flexible. That’s why we chose Birst,” said Dean Donovan, Managing Partner at *DiamondStream*. “Birst makes it easy to combine data from multiple sources, deploy predictive models, and build dashboards and reports for both ourselves and our clients.

Birst is a next-generation, on-demand solution for business intelligence and analytics. Birst removes the barriers to business intelligence by making it automated and affordable. Easy enough for business professionals to use on their own, Birst is also powerful enough for the enterprise. It is a full feature solution that costs only a fraction of traditional implementations.

Birst is being implemented with a current *DiamondStream* customer that is a leading developer, owner and operator of casinos and related hotel and entertainment facilities. *DiamondStream* is using Birst to analyze prospects and clients, and to make relevant marketing offers via direct mail, email, and personalized microsites. “Given the current macroeconomic factors facing the gaming industry, now more than ever our clients need help making decisions based on a comprehensive understanding of the facts,” said Donovan.

“Together with *DiamondStream*, we are looking forward to helping gaming companies better target promotions to each customer. *DiamondStream*’s marketing and industry expertise, combined with Birst’s powerful technology, offers gaming clients a very compelling solution,” said Brad Peters, CEO of Success Metrics, the provider of Birst. “We are looking forward to bringing the speed and ease-of-use of on-demand business intelligence to their clients.”

About *DiamondStream*

Founded in 2004 under the name Casino Marketing Alliance, *DiamondStream* significantly improves customer economics for its clients in the Gaming and Entertainment industries by measurably increasing patron preference across the

customer lifecycle. *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* embeds these models into rules-based micromarketing programs that deliver exactly the right message and offer at the right time. *DiamondStream* continuously optimizes media types, frequency, offer types/amounts and creative for each individual to realize that patron's full-potential value. Programs operate continuously and are 'dialed up/down' depending on our clients' needs.

DiamondStream's programs 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).

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About Birst

Birst™ is the only self-service, on-demand business intelligence solution. It brings the benefits of fact based decisionmaking to a much broader audience by making it affordable, fast, and easy to use. Delivered by Success Metrics, the leading provider of software-as-a-service analytical solutions, Birst is designed to support users of all sizes – from individuals to groups and even entire companies, so that everyone can benefit from greater insight into their business.

For more information, please visit www.birst.com

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