



FOR IMMEDIATE RELEASE
**DiamondStream to Unveil New Market Share Intelligence Capability
at G2E Using GCA Data**

SAN FRANCISCO, CA – November 13, 2009 — DiamondStream, provider of analytics and marketing strategies to the gaming industry, in conjunction with its partner Global Cash Access (GCA), will proudly unveil a new product at Global Gaming Expo on November 17, 2009. Casino Share Intelligence (CSI) uses GCA data and DiamondStream business intelligence to produce Market Share, Patron Share and Share of Wallet reports for individual gaming markets.

CSI gives casino managers fast, detailed access to share trends in their defined market. Using GCA data, CSI presents seven types of trended market share reports trended over the last 12 months. The advanced product also enables drilling down into patron segments to see where properties are gaining or losing share. When the product becomes available for purchase, casino managers can use these reports to identify shifts in share quickly and take action.

“In the current gaming industry climate, it’s all about market share,” says DiamondStream co-founder Dean Donovan. “Holding on to market share from active gamers is critical to success. We help casinos not only understand their market share position better, but help them take action to retain and capture share from their competitors.”

While many states produce market share reports based on tax-reported information, CSI enables a more timely and complete view of an individual market, with the ability for the user to segment and filter the data.

“CSI reports pinpoint where executives need to take action right now and help them then track the effectiveness of those actions over time,” said Brian Flynn, DiamondStream co-founder. “Other data sources, such as state reported revenue data, do not enable you to make any meaningful executive business decisions.”

GCA is in a unique position to offer this valuable service to casinos, based on its rich data repository and focus on delivering value to its clients. GCA CEO Scott Betts said, “DiamondStream has been working with GCA since 2005 to help unlock the value of GCA’s data. This is another example where GCA creates value for its casino clients beyond our cash dispense products and services.”

The CSI demo will be revealed in the GCA booth at G2E and is available to view throughout the conference. The roll-out to casinos is anticipated in January 2010, beginning with a subscription service to these valuable monthly reports.



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 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

About Global Cash Access Holdings, Inc.

Las Vegas-based Global Cash Access, Inc. ("GCA"), a wholly owned subsidiary of Global Cash Access Holdings, Inc., is a leading provider of cash access products and related services to over 1,100 casinos and other gaming properties in the United States, Europe, Canada, the Caribbean, Central America and Asia. GCA's products and services provide gaming patrons access to cash through a variety of methods, including ATM cash withdrawals, point-of-sale debit card transactions, credit card cash advances, check verification and warranty services, and Western Union money transfers. GCA also provides products and services that improve credit decision-making, automate cashier operations and enhance patron marketing activities for gaming establishments. With its proprietary database of gaming patron credit history and transaction data on millions of gaming patrons worldwide, GCA is recognized for successfully developing and deploying technological innovations that increase client profitability, operational efficiency and customer loyalty. More information is available at GCA's Web site at www.gcainc.com.

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