



FOR IMMEDIATE RELEASE

June 23, 2009

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Foxwoods Resort Casino and All Star Incentive Marketing Reunite

STURBRIDGE OFFICE PARK, FISKDALE, MA – – After a lengthy bid process All Star Incentive Marketing has won back the Foxwoods Resort Casino player loyalty program that it previously held for nine years. All Star's superior customer services, robust incentive platform, product sourcing expertise and proven fulfillment capability were the difference makers as they were awarded a 5 year contract to manage the Dream Rewards Gallery at Foxwoods Resort Casino.

Considered one of the largest on-premise retail spaces for delivery of player loyalty program merchandise in the gaming industry, the Dream Rewards Gallery offers hundreds of brand name awards on site that Foxwoods & MGM patrons can obtain with their Dream Rewards Points, earned for their patronage to the casino. In addition, by utilizing All Star's web based incentive solution PROPEL, Foxwoods patrons can view thousands of additional merchandise award items that compliment those items sampled in the Gallery. According to Michelle Lane, Director of Retail at Foxwoods Resort Casino MGM Grand at Foxwoods, "We are thrilled to partner with ASIM for our Dream Rewards Gallery offering. All Stars' reputation in the industry for unparalleled service and brand partnerships will be the catalyst for making our program at Foxwoods Resort Casino second to none."

Foxwoods Resort Casino, one of the largest casinos in the world, first partnered with All Star for special event and promotion gift sourcing when they opened their entertainment complex in the early 1990's. And from May 1998 to April 2007, All Star helped drive and increase casino traffic through their player loyalty program which was then titled Wampum Mega Rewards Store.

"Being awarded this loyalty program again is a true testament to our experience in the gaming industry and the team we bring to the table in servicing a valued partner such as Foxwoods" said Gary Galonek, All Star National Sales Manager for Gaming and one of the company's principals.

In addition to handling the day-to-day sourcing, warehousing, merchandise and fulfillment requirements of the Dream Rewards Gallery, All Star will also source product for MacAppeal (?) at MGM Grand at Foxwoods and help facilitate their annual Holiday Market Place. The Holiday Market Place is a property wide shopping event which takes place during the month of December. All Star will be work closely with key manufacturers to provide in-store demonstrations and bonus giveaways. "We start looking for new and exciting products at the Consumer Electronics Show in January with an eye towards what will be hot in the 4th quarter

and attractive to Foxwoods patrons for their Holiday event” said Allison Wooten, a former Foxwoods Executive Account Manager and now Vice President of All Star’s National Incentive Brands Division

For over four decades All Star has been a leading supplier of merchandise for loyalty programs and special events in the gaming industry. All Star Incentive Marketing is committed to helping businesses grow and thrive by engaging, motivating and rewarding the people behind their success. They do this by developing, implementing and managing powerful incentive and engagement programs that drive customer loyalty, employee motivation, sales, safety, and wellness. With a combination of proprietary technology, superior program management, outstanding customer service, unparalleled product sourcing and fulfillment capabilities, All Star maintains leadership in the incentive industry by helping clients exceed their business objectives and achieve a positive return on incentive investment(ROI²).

To learn more about All Star Incentive Marketing visit www.incentiveusa.com.