



FOR IMMEDIATE RELEASE

May 13, 2005

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All Star Incentive Marketing Enhances Online Gaming Solutions: PlayerReward™ Unveiled

STURBRIDGE OFFICE PARK, FISKDALE, MA -- : All Star Incentive Marketing is proud to announce their line of gaming incentive solutions, PlayerReward™ (www.PlayerReward.com). These customizable, turnkey incentive solutions, which already have helped clients like Foxwoods Resort Casino, MGM/Mirage Grand properties in Las Vegas, and numerous others, were officially unveiled at the 2004 Southern Gaming Summit in Biloxi, Mississippi. All solutions are available online, offline, or bundled, and are designed to increase casino traffic, build lasting player loyalty, and keep casinos packed and profitable. The PlayerReward solution includes:

PlayerAwards - Tournament loyalty programs (SlotReward™, BingoReward™, PokerReward™ and BlackJackReward™) and player reward programs

PlayerGifts - Traffic generator giveaways, card swipe gifts, pillow gifts, and event specific merchandise

PlayerEvents - High roller gift events, holiday shopping events, and themed events

PlayerReward is All Star's latest foray into the gaming industry. For nearly a decade, All Star has maintained a strong relationship with Foxwoods Resort Casino based in Connecticut, and currently manage their Foxwoods Wampum Rewards Mega Store and rewards program – the largest ongoing player rewards program under one roof in the industry.

Gary Galonek, All Star's National Sales Manager, Gaming, comments "Our goal is to increase casino traffic by extending players' positive gaming experiences. Players earn points or vouchers through gaming that they can redeem online for awards. In some cases, players can bank points to

redeem for awards of greater value. We pride ourselves on offering players memorable awards, which include hundreds of brand name merchandise choices from manufacturers like Panasonic, Bose®, Nikon, Callaway, Weber, and Sony."

All Star Incentive Marketing, headquartered in Sturbridge MA, is a full-service Incentive House and Performance Improvement Company focused on the development, implementation, and strategic management of national and regional based incentive programs that target client sales teams, employees, customers, and prospects. All Star services also include product sourcing, program management, logoed merchandise, and warehousing/fulfillment. Well-known clients include Allied Waste, Atronic Systems, Duracell, Gillette, Foxwoods Resort Casino, MGM Mirage, Honeywell, and more. To learn more about All Star's gaming incentive solutions, please visit www.PlayerReward.com or call Heidi Chatfield at 800-526-8629.