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March 26, 2007

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All Star Successfully Opens Another On Premise Reward Program

STURBRIDGE OFFICE PARK, FISKDALE, MA -- : March 23, 2007 marked the opening of the TR Rewards Store located at the newly renovated and expanded Twin River Casino, formerly Lincoln Park in Lincoln, RI. The new, well-appointed 1800 square foot reward store, managed by All Star Incentive Marketing, is at the heart of Twin River's new loyalty program. Starting in April, players will earn points for actual slot play and can then redeem their points for merchandise at the TR Rewards Store. All Star has been awarded the sole vendor for all logoed and incentive merchandise for the Twin River Casino retail operation, and is providing logo merchandise for casino restaurants – Carmines, Fado, Fred & Steve's, and Catch a Rising Star.

With 4,752 slot machines and the opening of TR Rewards Store, Twin Rivers hopes to compete for their share of players from Mohegan Sun and Foxwoods, who already have comprehensive reward programs. All Star has stocked the store with over 250 brand name awards in categories such as electronics, kitchen appliances, jewelry and watches, sporting goods, tools, yard and garden items, and more. Using All Star's PlayerReward incentive solution, backed by All Star's proprietary PROPEL for Loyalty™ incentive platform, TR Rewards is designed to build lasting player loyalty and keep the renewed casino packed and profitable.

All Star's National Sales Manager Gaming, Gary Galonek, is excited by the potential Twin River and TR Rewards has. "We are enthusiastic about the promise of this greatly enhanced facility and belief that the TR Rewards Store packed with brand name award merchandise will help Twin River compete at the level of the larger local gaming venues in Connecticut. We're giving people a reason to stay closer to home," Galonek said.

While All Star has been providing incentive solutions to clients for over 35 years, the growth in casino loyalty programs has sky rocketed in recent years. All Star's gaming division, which promotes the PlayerReward™ solution suite, has provided gaming solutions for player loyalty programs, events and special promotions for Foxwoods, The Bellagio, MGM Grand, Isle of Capri, and Resorts International in Atlantic City. It is this experience and expertise that impressed Twin River's Promotion Manager, Clyde Callicott, Vice President of Marketing, who rewarded All Star with the business.

"With their distinct insight into the gaming industry, their ability to customize a solution to fit our needs, and also their breadth of awards from brand name manufacturers, All Star proved to be a great fit right out of the gate," said Callicott. "Since signing on with All Star, they have delivered unsurpassed service from initial program development, all the way through setting up our store. Plus their ability to quickly and efficiently fulfill awards will be greatly appreciated by our loyal patrons."

All Star Incentive Marketing is a full-service Incentive House and Performance Improvement Company committed to helping its clients develop, implement and manage powerful incentive programs that improve customer loyalty, employee motivation, sales, safety, and corporate identity. As a manufacturer's representative, stocking distributor, and logo merchandise provider, All Star has access to thousands of the best brand name manufacturers and suppliers in the industry. All Star has led the incentive industry for more than three decades with its combination of proprietary technology, superior program management, outstanding customer service, unparalleled product sourcing and fulfillment capabilities, and dedication to helping clients exceed their business objectives and achieve a positive return on incentive investment (ROI2).