



Casino Data Online, Spectrum Gaming Group form alliance to provide web-based benchmarking service

ATLANTIC CITY, NJ, May 12, 2008 -- Spectrum Gaming Group has formed a strategic alliance with Industry Data Online (IDOL), an Australia-based organization that has specialized in the delivery of online performance reporting and benchmarking services to the Australian gaming industry since 2001. The IDOL product, Casino Data Online, provides web-based benchmarking services that allow casino operators to confidentially measure their performance against the greater industry and identify their own strengths, weaknesses and opportunities.

The Casino Data Online application, the leader in serving the Australian gaming industry since 2001, has established a customer base of more than 400 gaming properties, and has transformed the Australian gaming industry with its independent, credible and timely delivery of online financial and gaming performance reporting, benchmarking and market data. Working with Spectrum Gaming Group, the world's leading independent gaming consultancy, the proven service is being rolled out in North America, Asia and elsewhere.

"The service strengthens the gaming industry by developing a database of independent performance information that can help our clients better manage their businesses through informed decision-making rather than relying on 'gut-feel'," said Greg Hurley, general manager of Casino Data Online. "The jewel in the crown is a dynamic gaming database that empowers operators to independently assess the performance of gaming products before committing capital investment to product conversions and new purchases."

"This service is particularly critical when casino operators face unprecedented levels of competition and economic uncertainty. It provides real answers to real questions," said Michael Pollock, managing director of Spectrum Gaming Group. "By working with Spectrum and Casino Data Online, our clients will have cost-effective access to reliable, credible data. We have long believed in the power of benchmarking as a management tool for casinos, and this service truly harnesses that power."

Casino Data Online has overcome the challenges of integrating internal data and systems by electronically capturing slot machine performance and financial information from subscriber casino properties direct from their internal slot and financial accounting systems. The data is standardized, reconciled and quality assured before the benchmarked results and gaming market data are released online to subscriber properties. This allows each casino property to securely compare its slot and financial performance against the greater industry or internally within its own corporate operating group of properties.

Spectrum and Casino Data Online will provide presentations to attendees at the East Coast Gaming Congress (www.eastcoastgamingcongress.com) in Atlantic City on May 20.

For further information, visit www.spectrumgaming.com and www.casinodataonline.com.

About Industry Data Online:

Industry Data Online is the leader in the delivery of performance reporting and benchmarking services to the worldwide gaming industry. The company's products provide both individual organizations and the gaming industry with independent and credible data that empowers decision makers with factual information that delivers strong business performance. The company has offices in Brisbane, Sydney (Australia) and Reno, NV. For further information visit the company's corporate website at www.industrydataonline.com and product website at www.casinodataonline.com.

About Spectrum Gaming Group:

Spectrum Gaming Group is an independent research and professional services firm serving public- and private-sector clients worldwide. Its principals have backgrounds in gaming operations, economic analysis, law enforcement, due diligence, gaming regulation, compliance and journalism. Spectrum, which publishes the award-winning Gaming Industry Observer newsletter, has offices in Atlantic City, Bangkok, Guangzhou, Hong Kong, Las Vegas, Macau, Manila and Tokyo. For further information visit www.spectrumgaming.com.

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