

## **Casino Marketing Alliance Becomes DiamondStream**

**SEATTLE, WA – July 18, 2008** — Casino Marketing Alliance, provider of market intelligence and data-driven integrated marketing strategies to the gaming industry, today announces its new company name, DiamondStream ([www.diamondstream.com](http://www.diamondstream.com)). The new name and branding better reflect the company's capabilities in providing profit-building optimization strategies and ongoing revenue opportunities to its clients in gaming and entertainment.

"A stream of diamonds as in a stream of value – that is what we provide to our clients," says Dean Donovan, co-founder and Managing Director. "This also has connotations of a stream of very highly rated players, although we would see it more as valuable players instead of highly rated players."

DiamondStream offers a variety of products and services ranging from market view analysis, patron targeting, predictive modeling and segmentation, marketing and brand strategy, lifecycle program execution, and BI reporting. In addition, DiamondStream incorporates experimental design into its clients' programs to continuously optimize response and profitability.

Brian Flynn, co-founder and Managing Director, commented, "DiamondStream is a direct marketing company with a singular focus: helping casinos find and develop patrons, the right patrons, the best patrons, all at the lowest and most efficient cost. DiamondStream has created systems using its own and others' technology to sift through the constant stream of millions of databits to find and execute on opportunities to earn profits from existing patrons...and to identify and correctly predict the value of new ones."

To achieve this, DiamondStream brings together best of breed partners like Global Cash Access, Nimblefish Technologies, Amodeo Entertainment, Lityx and Success Metrics to produce full-service, actionable marketing solutions for casinos.

### **About DiamondStream**

DiamondStream is a marketing analytics company dedicated to helping your organization accomplish its marketing campaign missions. Leveraging award-winning BI and data technology, we'll help you get your data organized into a warehouse model that will empower you to answer your most pressing business questions. Then we'll build you custom reports and dashboards so you can begin to mine and monetize that data - or we'll enable your business analysts and users to do it themselves. We will also sit down with you one-on-one via strategic analytics-based consulting to help you rethink the way you market today. To find out more, visit our website at [www.diamondstream.com](http://www.diamondstream.com), contact us at (206) 325-4453 or continue the conversation with us via social media.

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