



Meczka Marketing/Research/Consulting, Inc.

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GAMING QUALIFICATIONS OF

Meczka Marketing/Research/Consulting, Inc.

MM/R/C is known for its consulting services to the gaming industry. At present, we are involved with projects in all four Nevada markets. In addition, we are also working on assignments for California Casinos/Card Rooms, Native American gaming, Mississippi and Missouri riverboats and gaming development projects both domestically and internationally.

Michael A. Meczka's experience and understanding of the gaming industry is without peer among individuals or groups providing marketing, research, or consulting support to the gaming industry. During the company's 20+ years as consultants to the gaming industry, over 1,000,000 individual quantitative interviews and in excess of 1,500 qualitative focus group sessions have been completed. These studies have been conducted with patrons of gaming facilities located in all North America gaming markets, traditional and recently developed, as well as international markets.

The scope of MM/R/C's gaming-related projects covers all aspects of the total gaming experience. This includes, but is not limited to, initial development of the market/area (e.g., Laughlin, Nevada and Mississippi riverboats, Tunica), lodging, travel, food, customer profile, entertainment, gambling and game development, both mechanical and table.

MM/R/C's approach is to custom tailor efforts and consulting to the individual and unique needs of each client. Given the company's extensive experience since 1981 with numerous clients in the gaming industry, the company has the ability to quickly foresee problems and identify opportunities.

MM/R/C has conducted a diverse array of projects for gaming clients including market and situation analyses prior to development/start-up, using primary and secondary information sources, and the construction of pro-forma. The company is also respected for its ability to provide customized primary research techniques for the gaming industry using qualitative and quantitative techniques leading directly to profit.

Within only the gaming industry, we consult with, among others:

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| Acres Gaming | Inland Entertainment Corp. |
| Ainsworth Game Technology | International Game Technology |
| Alliance Gaming | Isle of Capri Casino |
| Arizona Charlie's East/West | Joliet Empress |
| Aristocrat Technologies, Inc. | Konami Gaming |
| Atlantis Casino/Hotel | Lady Luck Casino |
| Atronic | LagunaMar Casino |
| Bally Gaming Systems | Las Vegas Hilton Hotel/Casino |
| Barona Casino | Mikohn GamingMississippi Grand Casinos |
| Bell Jackpot Casino | Miss Marquette Riverboat Casino |
| Bicycle Club | Mirage Casino |
| Binions Horseshoe Casino (LV) | Native American Casino Corp. |
| Boomtown Hotels & Casinos | New York New York Hotel/Casino |
| Cabazon Band of Mission Indians | 9'S UP Marketing Group |
| Cache Creek Casino | Pala Entertainment Center |
| Cambridge Gaming Group | Pinnacle Entertainment, Inc. |
| Caesars Palace | Players International |
| California Regency Casino | Potawatomini Native American Casino |
| California Commerce Casino | President Casino |
| Camp Verde Native American Casino | Promus Companies |
| Casino Data Systems | Puyallup Indian Reservation |
| Chinook Winds | Rainbow Casino |
| Circus Circus Casinos/Hotels | Reno Hilton |
| Clarion Hotel/Casino | Rio Suite Hotel & Casino |
| Coast Resorts | Sam's Town Hotel & Gambling Hall |
| The Connelly Group | Sands Hotel/Casino |
| Core Capital Corporation | Santa Fe Casino |
| Cuyapipe Band of Kumeyaay Indians | Showboat Hotel & Casino |
| Eldorado Casino Hotel | ShuffleMaster |
| Fantasy Springs Casino | Silicon Gaming |
| Fitzgeralds' Casino | Silverton Hotel & Casino |
| Flamingo Hilton Hotels & Casinos | Spotlight 29 Native American Casino |
| Fort McDowell Native American Casino | Station Casinos, Inc. |
| Fremont Street Experience | Sycuan Native American Casino |
| Gold River Gambling Hall & Resort | Stratosphere Corporation |
| Grand Casino | Tigre Bay Resort & Casino |
| Greektown Casino | United Coin, Inc. |
| Hammond Empress | Venetian Resort Hotel & Casino |
| Harrah's Entertainment Corporation | Video Lottery Corporation |
| Harrah's Rincon | Viejas Native American Casino |
| Hilton Casinos | Youbet, Inc. |
| Horseshoe Casinos | |
| Hyatt Resorts/Casinos | |