

## **NEWS STORY**

### **‘Mad Money’ Host Jim Cramer Bearish On Gaming Industry; Casino Executives Need An Edge With Guest Advocacy**

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Is the world trying to tell us something?

Last week, CNBC’s “Mad Money” host and stock market guru Jim Cramer blasted the gaming industry. Last night, he did it again, saying he was turning his back on gaming.

Earlier this month, it was announced that Atlantic City casinos failed, for the first time ever, to increase their annual revenue. Revenue was down 5.7 percent in 2007. Anyone who pays attention to gaming knows that Las Vegas is getting soft, as are California and that casino hotbed, Macau.

“Cramer should have caught gaming’s attention last night when he said he has sold his shares in IGT, the world’s leading manufacturer of gaming machines,” says Martin R. Baird, chief executive officer of gaming consulting firm Robinson & Associates, Inc.

Here’s what Cramer said: “The wind is out of the sails on this gaming business. There are too many casinos. Macau is trading down. I think we have reached the outer limits of the gaming business and I am not going to endorse any of that group any more.”

Baird says it is painfully clear now that casinos can no longer afford to give guest service and guest relations just lip service. If Cramer is correct that the casino market is overbuilt, then competition must be ferocious and having stellar customer relationships are imperative, Baird says.

“The world is awash with casinos and from this moment on, every property must look for an edge over the competition,” Baird says. “If you’re not measuring your level of guest advocates, indexing them and creating more advocates to leverage the index, you are in trouble.”

Robinson & Associates helps casinos measure and create guest advocates through its Advocate Index™ and Advocate Development System™. The index and Advocate Development System provide a turnkey program that generates predictable results for casinos. As the index number rises, profits also rise. “Casinos can actually predict future results and also measure return on investment in our program,” Baird says. “In an uncertain market, predictability is an amazing advantage over the competition.”

Robinson & Associates may be reached by phone at 480-991-6420, by e-mail at [mbaird@casinocustomerservice.com](mailto:mbaird@casinocustomerservice.com) or via its Web sites at [www.advocatedevelopmentsystem.com](http://www.advocatedevelopmentsystem.com) and [www.casinocustomerservice.com](http://www.casinocustomerservice.com). Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

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