

**Guest Advocates Help Casinos Create New Business
During These Uncertain Economic Times**

**FOR IMMEDIATE RELEASE
May 12, 2008**

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Casinos can possibly generate new business during uncertain economic times by creating guest advocates who say positive things about their property.

The following tip is provided by Robinson & Associates, Inc., a customer service consulting firm to the gaming industry.

“Guest advocates are far more than just satisfied customers. They are advocates for their favorite casino. Because they are advocates, they encourage friends and family to play at the casino. They spread positive word about the casino of their own free will. This can result in new business for the casino as new players give it a try.”

Robinson & Associates, Inc., is a global customer service consulting firm for the gaming industry. It helps casinos determine their Advocate Index, a number that indicates the extent to which properties have guests who are willing to be advocates. The company then implements its Advocate Development System in combination with the proven methodology of Advocate Index and best business practices to help casinos create more guest advocates and chart a course for growth and profitability.

Robinson & Associates may be reached by calling 480-991-6420 or via its Web sites at www.advocatedevelopmentsystem.com and 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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