

**Employee Advocates Can Create New Business
For Casinos During Trying Economic Times**

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Employee advocates at casinos can be a source of new business for their property during these trying economic times.

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

“Employee advocates like the casino where they work so much, they encourage friends and relatives to play there. They spread positive word about the casino in the community, possibly encouraging other people to play there. New players represent new business for the casino and they can become repeat business if they like the casino so much they visit it again and again.”

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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