

**Create More Guest Advocates By Making Sure
Employees Are Part of Casino Entertainment**

FOR IMMEDIATE RELEASE
Sept. 16, 2008

CONTACT: Tom Ellis
Ellis Communications, Inc.
Phone (417) 881-5635
E-Mail tellis@casinocustomerservice.com
www.advocatedevelopmentsystem.com

Guest advocates can help casinos prosper and one way to turn guests into advocates is to be sure casino employees understand they are part of the entertainment at their property.

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

Tip:

“Casinos are in the entertainment business. People go to casinos to be entertained. Employees are part of the entertainment, as are the tables, the restaurant, the hotel and the lounge act. It really is easy for employees to smile, be part of the show and entertain guests. Employees are not just there to deliver drinks or to say keno. They are there as part of the entertainment. Employees must help guests have a great experience by being entertainers.”

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 phone at 480-991-6420, by e-mail at mbaird@casinocustomerservice.com or via its Web site at www.advocatedevelopmentsystem.com.

Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

#