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Station Casinos chooses IDeaS

20 May 2008

MINNEAPOLIS, Minnesota -- (PRESS RELEASE) -- IDeaS, the leading provider of hospitality revenue management and optimization solutions, today announced it will provide Station Casinos with its revenue management solution for a number of the company's Nevada-based hotel casino properties. Station Casinos chose IDeaS' unique pricing tools to maximize company-wide profits and assist in the management of both unqualified and casino guest demand. Station Casinos will deploy IDeaS V5i On-Demand Revenue Management solution equipped with all available modules, including the Group Pricing Module, Best Available Rate (BAR) Module and Budget Module.

"We chose IDeaS because it offers a very friendly and intuitive user interface with sound technology. IDeaS is great for Station Casinos because it will transition the operation from a manual environment to an automated one. One of the deciding factors for Station Casinos was the Best Available Rate (BAR) Module. There are some very unique attributes to this portion of the pricing engine that drove our final decision. Additionally, the hosted system offers some very unique customization tools," said Scott Milton, corporate director of revenue management, Station Casinos. "Because it is Web-based, it is easy to implement and the up-front investment is lower compared to competitive solutions. IDeaS also provides outstanding training and technical support. We also needed a partner who was willing and nimble enough to quickly develop additional features and benefits specific to our growing needs in the gaming market. IDeaS provided all of this resulting in a cost-effective, easy-to-use system."

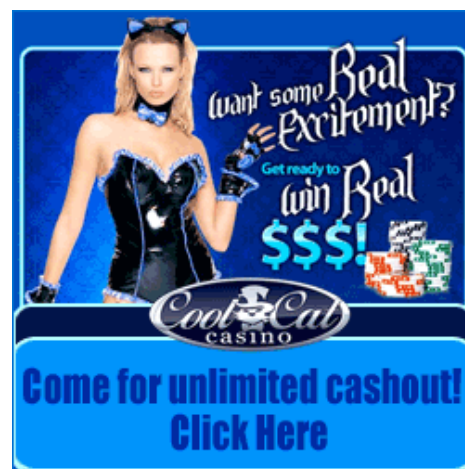
Station Casinos will deploy the IDeaS V5i solution during a phased rollout of its eleven established and new Nevada hotel properties throughout 2008.

"Much like our other gaming clients, Station Casinos expressed a need to centralize their revenue management strategy to make sure they weren't competing with themselves, and to properly yield their best guests," said Bernard Ellis, Managing Director, IDeaS. "IDeaS looks forward to changing the game for Station Casinos."

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