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## **Station Casinos Selects IDeaS Revenue Optimization for Nevada Hotel Portfolio**

**MINNEAPOLIS, Minn.** – May 19, 2008 – 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.”

### **About IDEaS Revenue Optimization**

IDEaS Revenue Optimization is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and services, coupled with IDEaS' On Demand Software as a Service (SaaS) applications, IDEaS can help make an immediate impact on company revenue and profitability.

IDEaS goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDEaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

### **About Station Casinos**

Station Casinos, Inc. is the leading provider of gaming and entertainment to the residents of Las Vegas, Nevada. Station's properties are regional entertainment destinations and include various amenities, including numerous restaurants, entertainment venues, movie theaters, bowling and convention/banquet space, as well as traditional casino gaming offerings such as video poker, slot machines, table games, bingo and race and sports wagering. Station owns and operates Red Rock Casino Resort Spa, Palace Station Hotel & Casino, Boulder Station Hotel & Casino, Santa Fe Station Hotel & Casino, Wildfire Casino and Wild Wild West Gambling Hall & Hotel in Las Vegas, Nevada, Texas Station Gambling Hall & Hotel and Fiesta Rancho Casino Hotel in North Las Vegas, Nevada, and Sunset Station Hotel & Casino, Fiesta Henderson Casino Hotel, Magic Star Casino, Gold Rush Casino and Lake Mead Lounge in Henderson, Nevada. Station also owns a 50% interest in Green Valley Ranch Station Casino, Barley's Casino & Brewing Company and The Greens in Henderson, Nevada and a 6.7% interest in the Palms Casino Resort in Las Vegas, Nevada. In addition, Station manages Thunder Valley Casino near Sacramento, California on behalf of the United Auburn Indian Community. For more information, visit [www.stationcasinos.com](http://www.stationcasinos.com)

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