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Press Release: Santa Anita Park Selects Smart Button's Player Loyalty Software

Newark, DE

1/5/2005

Smart Button Associates is pleased to announce the addition of Santa Anita Park to their list of customers. Using Smart Button's player loyalty solution, Streamline, Santa Anita Park will be able to reward players for their wagering at the racetrack through the Santa Anita Park XpressBet Player Rewards program. The program will capture player wagering activity, reward players with points for their wagering and then allow them to redeem points for prizes.

Streamline is a complete loyalty software solution for the gaming industry. It provides racing and gaming facilities with the tools needed to manage their day-to-day player tracking and business operations. Streamline brings all customer behavior information together in one database providing businesses with a complete picture of their customers by allowing businesses to accurately market to their customers.

Santa Anita Park is a Magna Entertainment Corporation Facility (MEC). The addition of Santa Anita makes this the seventh MEC facility to join Smart Button's growing customer list. Other MEC properties that Smart Button currently services include: Great Lakes Downs, Laurel Park Multnomah Greyhound Park, Pimlico, Portland Meadows, and The Meadows. In addition, MEC also operates XpressBet, national off-track betting facilities which permits customers to place wagers by telephone and over the Internet on horse races in over 100 North American racetracks and internationally as well. XpressBet is also a Smart Button customer.

About Smart Button

Smart Button Associates is a leader in the development of affordable loyalty marketing systems for the sports, entertainment, leisure and retail industries. The company is recognized as an innovator in providing high-impact, quality loyalty marketing software solutions that enable customers to target their own customers, offer value, deliver rewards and ultimately increase loyalty. Smart Button builds comprehensive marketing-driven loyalty and rewards software

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solutions that produce measurable results and improve business performance. With its origination in the horseracing industry, the company has already proven its effectiveness and positioned itself as a leading provider of comprehensive software solutions with their products. Smart Button's loyalty marketing software is currently utilized in over 500 facilities throughout the United States and Canada including over 60% of the North American pari-mutuel venues, several Las Vegas casinos, George Mason University and the Arizona Diamondbacks. Over 2.5 million patrons are enrolled in Smart Button's database. Smart Button Associates is headquartered in Newark, Delaware.

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Smart Button

If you'd like us to send you information regarding our Loyalty Platform please contact us.

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