



Smart Marketing. Smart Technology. Smart Solutions.



[News & Events](#)

[In The News](#)

[Press Releases](#)

[Event Schedule](#)

News & Events

Client Login

Email Address

[Login](#)

[Forgot your password?](#)

Capabilities Tour

Our Loyalty Platform delivers extraordinary capabilities that result in our client's success.

[See Actual Clients Create Real Value](#)

Contact Us

Contact us to learn why a loyalty and rewards program is the ideal solution for you.

[Contact Smart Button for a Demo](#)

Newsletter Signup

Stay in the know with the latest loyalty insights and findings.

Email Address

[Signup](#)

Press Release: Shoreline Star Greyhound Track Signs with Smart Button

Newark, DE

06/28/2004

Smart Button Associates Inc. is pleased to announce the addition of Shoreline Star Greyhound Track to its assortment of customers. Streamline is a complete loyalty software solution for the gaming industry. With this software, Smart Button 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. With the facilitation of Streamline, the Shoreline racetrack will build strong relationships with their players through a targeted loyalty and rewards program called the "Shoreline Star Club." Providing the ability to run promotions, Streamline will give Shoreline the power to easily increase customer handle, increase trip frequency, increase attendance levels during low periods, bring back lapsed players, increase food and beverage sales and improve new membership activation with the Streamline database.

Shoreline Star Greyhound Park is home to live greyhound racing and top thoroughbred, harness, greyhound and jai-alai simulcast action. Simulcast racing is presented on a projection screen television in a theatre with stadium seating. Visitors of Shoreline can also experience fine dining at the Shoreline Terrace or Paddock Grille while watching live races. Because customers attend and enjoy Shoreline Star Greyhound Park for a variety of reasons, Streamline will allow Shoreline to identify its best customers in every area and reward them accordingly.

As a successful loyalty and rewards program, Streamline will give Shoreline Star Greyhound Park an advantage over its competition.

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

[News & Events](#)

[In The News](#)

[Press Releases](#)

[Event Schedule](#)

Client Login

[Login](#)

[Forgot your password?](#)

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 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.

[< Back to Press Releases](#)

[Home](#)

[About Us](#)

[Smart Loyalty Platform](#)

[Client](#)

[News & Events](#)

[Contact Us](#)

Capabilities Tour

Our Loyalty Platform delivers extraordinary capabilities that result in our client's success.

[See Actual Clients Create Real Value](#)

Contact Us

Contact us to learn why a loyalty and rewards program is the ideal solution for you.

[Contact Smart Button for a Demo](#)

Newsletter Signup

Stay in the know with the latest loyalty insights and findings.

[Signup](#)

Corporate Headquarters

300 Creek View Road
Suite 202
Newark, DE 19711
302-283-0200

Smart Button

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

© 2007 Smart Button Associates, Inc.