

## NEWS RELEASE

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## Livewire Implements Casino Promotional Kiosk System Improving the customer experience drives new system

York, PA—January 8, 2007—Livewire International, Inc. is pleased to announce the successful deployment of a unique transactional kiosk solution at Foxwoods Resort Casino in Connecticut. The multi-function kiosks support Foxwoods' Wampum Rewards loyalty program as well as provide eConcierge™ services and digital advertising.

In close collaboration with Foxwoods' Information Technology and Promotion groups, Livewire created an interactive self-service solution that significantly raises the standard for loyalty programs within the gaming industry. The new solution is deployed throughout the property on 36 kiosks designed by 5point, based in Xenia, Ohio. Through interfaces with Foxwoods' Casino Management and Wampum Rewards System, the kiosk application allows patrons to view current jackpot opportunities and property information. The system extends the existing program by allowing Wampum Card holders to enter sweepstakes and drawings, obtain and print coupons, slot tickets, and other rewards, and sign up for special events, all personalized based on point balances.

*"Foxwoods Resort Casino is dedicated to providing our guests an exceptional experience every time they visit the property," said Joseph Jimenez, Senior Vice President of Casino Marketing. "We have one of the best customer incentive programs in the industry and we continue to upgrade and enhance our Wampum Rewards Program to keep that experience as convenient and rewarding to our customers as possible. The solution developed for us by Livewire automates the delivery of promotions and sweepstakes opportunities directly to our guests throughout the property and will provide a platform for future customer-facing applications as we strive to continually improve customer loyalty and satisfaction."*

David McCracken, Livewire's President said, *"We are extremely pleased at the opportunity to continue working with Foxwoods on these types of projects. Although the solution is customized to meet Foxwoods' specific requirements, our highly scalable Enterprise Server platform formed the foundation for the system which significantly reduced the overall development time and expense of the project. In addition, 5point's design and manufacturing capabilities along with our own integration services allowed us to deliver a complete turnkey solution which will significantly reduce the overall operational cost of the system. This close and evolving partnership between Livewire and 5point offers the gaming industry a fresh approach to traditional gaming hardware with some new and exciting alternatives."*

### **About Foxwoods**

North America's largest casino, Foxwoods Resort Casino® is located in the rolling hills of southeastern Connecticut and is easily accessible from Boston, New York, Hartford and Providence. Owned by the Mashantucket Pequot Tribal Nation, Foxwoods features six casinos with 7,200 slots, 380 table games, the only WPT World Poker Room™ in New England, High Stakes Bingo and The Ultimate Race Book. There are 1,416 guest rooms and suites in three hotels, more than 30 restaurants, a luxurious spa, more than 50,000 square feet of premium meeting and event space, 24 retail shops and five entertainment venues, including the 1,400-seat Fox Theatre. Conveniently located adjacent to Foxwoods is Lake of Isles™, featuring two, 18-hole championship golf courses designed by Rees Jones and a state-of-the-art Golf Academy. In spring 2008, the highly anticipated MGM Grand at Foxwoods® will add 825 luxurious guest rooms, 115,000 square feet of meeting space, a 4,000-seat Performing Arts Theater, 21,000-square-foot spa as well as more dining, retail and gaming facilities, bolstering Foxwoods' preeminence as the East Coast's ultimate casino resort destination. Foxwoods supports responsible gaming, and plays a leadership role in the Connecticut Council of Problem Gambling, of which it was a founding entity. For more information, call 1-800-FOXWOODS or visit [www.foxwoods.com](http://www.foxwoods.com).

**About Livewire International, Inc.**

Livewire is an award-winning leader in interactive technology based in York, Pennsylvania. A Microsoft Certified Partner, Livewire specializes in self-service solutions including ticketing, gift card dispensing, gift registries, electronic concierge, and human resource portals. Livewire provides integration into a multitude of delivery devices such as kiosks, ATMs, and handheld devices, while providing the ability to remotely monitor each device and manage the content available from each unit. Visit [www.livewirekiosk.com](http://www.livewirekiosk.com) for more information, or call us toll-free at 877-595-4675.

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EDITOR NOTE: A HIGH RESOLUTION PHOTO OF THE KIOSK IS AVAILABLE UPON REQUEST