

Players Club Booth Comparisons

(Scoring system: 10.0 = highest possible rating, 1.0 = lowest possible rating)

Players Club Employees

Casino	Employee Attitude <i>(Friendliness/Helpfulness)</i>	Employee Training & Ability to Solve Problems	Staffing Levels <i>(Does it meet business levels)</i>	Category Score
Casino #1	8.0	8.0	5.0	21.0
Casino #2	7.0	7.0	5.0	19.0
Casino #3	6.0	5.0	6.0	17.0
Casino #4	5.0	5.0	5.0	15.0
Casino #5	7.0	7.0	6.0	20.0
Casino #6	7.0	6.0	7.0	20.0
Casino #7	8.0	8.0	7.0	23.0
Casino #8	5.0	6.0	7.0	18.0
Average Rating	6.6	6.5	6.0	19.1

Club Booth Operation

	Booth Location & Design	Focus on Guest Service Thru Use of Technology	Printed Information & Collateral Available	Category Score
Casino #1	7.0	8.0	7.0	22.0
Casino #2	5.0	6.0	5.0	16.0
Casino #3	6.0	5.0	4.0	15.0
Casino #4	6.0	5.0	6.0	17.0
Casino #5	7.0	8.0	8.0	23.0
Casino #6	6.0	6.0	7.0	19.0
Casino #7	7.0	9.0	8.0	24.0
Casino #8	6.0	7.0	6.0	19.0
Average Rating	6.3	6.8	6.4	19.4

Rewards Program *(Does not includes direct mail offers)*

	Quantity & Value of Benefits	Quality of Benefits <i>(Do you really want what is offered)</i>	Benefits Ease of Use	Category Score
Casino #1	9.0	7.0	8.0	24.0
Casino #2	7.0	6.0	6.0	19.0
Casino #3	3.0	5.0	5.0	13.0
Casino #4	7.0	7.0	6.0	20.0
Casino #5	9.0	8.0	9.0	26.0
Casino #6	5.0	6.0	8.0	19.0
Casino #7	8.0	9.0	8.0	25.0
Casino #8	6.0	8.0	5.0	19.0
Average Rating	6.8	7.0	6.9	20.6

Overall Players Club Rating Score

Casino	Average Score per Category	Total Score Received
Casino #4	8.0	72
Casino #2	7.7	69
Client Casino	7.4	67
Casino #7	6.4	58
Casino #6	6.2	56
Casino #8	6.2	56
Casino #1	5.9	54
Casino #3	5.8	52
Casino #5	5.0	45