



Meczka Marketing/Research/Consulting, Inc.

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Gaming Overview

MMR/C, Inc., Michael A. Meczka specifically, is recognized as a world leader in gaming marketing, research, and consulting support.

Simply stated, no one has done more work, more effectively, in more gaming markets – emerging or existing - with more gaming patrons or gaming client companies – including governments, regulators, operators and suppliers – than MMR/C, Inc. and Michael Meczka.

Michael's breadth and depth of experience understanding the gaming industry is without peer. During the company's 35+ years as consultants to the gaming industry, over 1,500,000 individual quantitative interviews and in excess of 2,500 qualitative focus group sessions have been completed. These studies have been conducted with patrons of gaming facilities located in virtually every North American gaming market, traditional and recently developed, as well as international markets.

The scope of MMR/C's gaming-related projects covers all aspects of the total gaming experience. This includes, but is not limited to:

- Initial feasibility and development studies of gaming regions/markets/areas
- Economic impact of such developments
- Expansion of gaming properties, facilities, amenities, and markets
- Implementation and utilization of casino offering to enhance bottom line revenues
- Gaming Market Assessments
- Game development, both mechanical and table
- Blue Ribbon Panels
- Gaming Patron Profile with Satisfaction
- Gaming Patron Awareness and Usage
- Gaming Patron Loyalty

Michael is able to provide a unique micro-to-macro perspective of this industry given his unprecedented experiences. Michael has been licensed by multiple gaming regulatory authorities: Arizona, California, Louisiana, Mississippi, Nevada, Aqua Caliente Gaming Commission, Gila River Indian Community, and Viejas Gaming Commission, to name a few.

Gaming represents the minority of the company's consulting assignments. The company has for over 35+ years provided such services to the toy, automotive, restaurant, hospitality and advertising industries.

Michael is a 35+ year member of the American Marketing Association and Marketing Research Association. MMR/C, Inc. is based in Los Angeles near LAX with a suite of focus group rooms, a sensory evaluation test kitchen and a staff of 15 research support personnel. The website is www.mmrcinc.com.

A representative, but not complete, list of gaming industry clients served by MM/R/C, Inc.

Acres Gaming	International Game Technology
Ainsworth Game Technology	Isle of Capri Casinos
Alliance Gaming	Jackson Rancheria Casino & Hotel
Arizona Charlie's East/West	Joliet Empress
Aristocrat Technologies, Inc.	Konami Gaming
Atlantis Casino/Hotel	Lady Luck Casino
Atronic Gaming Corporation	LagunaMar Casino
Bally Gaming Systems	Las Vegas Hilton Hotel/Casino
Barona Valley Ranch Resort & Casino	L'auberge du Lac Casino
Bell Jackpot Card Club Casino	Mikohn Gaming
Belterra Casino	Mississippi Grand Casinos
Bicycle Card Club	Miss Marquette Riverboat Casino
Binion's Horseshoe Casinos	MGM/Mirage Casino Corporation
Boomtown Hotels & Casinos	Muckleshoot Casino
Cabazon Band of Mission Indians	Native American Casino Corporation
Cache Creek Indian Bingo & Casino	New York New York Hotel/Casino
Cambridge Gaming Group	9'S UP Marketing Group
Caesars Palace	Pala Casino Spa and Resort
California Regency Card Casino	Pala Entertainment Center
California Commerce Card Casino	Paragon Gaming
Camp Verde Native American Casino	Pechanga Resort & Casino
Casino Data Systems	Pinnacle Entertainment, Inc.
Chinook Winds Casino	Players International
Circus Circus Casinos/Hotels	Potawatomi Native American Casino
Clarion Hotel/Casino	President Casino
Coast Resorts	Promus Companies
Coeur D'Alene Casino Resort Hotel	Puyallup Indian Reservation
The Connelly Group	Rainbow Casino
Core Capital Corporation	Reno Hilton
Desert Diamond Casinos	Rio Suite Hotel & Casino
Ewiiapaayp Band of Kumeyaay Indians	Sam's Town Hotel & Gambling Hall
Eldorado Casino Hotel	Sands Hotel/Casinos
Fantasy Springs Resort Casino	San Pablo Lytton Casino
Fitzgeralds' Casinos	Santa Fe Casino
Flamingo Hilton Hotels & Casinos	Seminole Tribe of Florida
Fort McDowell Native American Casino	Showboat Hotel & Casino
Fort Sill Apache Casino	ShuffleMaster, Inc.
Foxwoods Development Corporation	Silicon Gaming
Fremont Street Experience	Silverton Hotel & Casino
Gila River Casinos	Spotlight 29 Casino
Gold River Gambling Hall & Resort	Station Casinos, Inc.
Grand Casinos	Sycuan Resort & Casino
Greektown Casino	Stratosphere Corporation
Hammond Empress	Tigre Bay Resort & Casino
Hard Rock Hotel & Casino Hollywood	Trump Entertainment Resorts, Inc
Hard Rock Hotel & Casino Tampa	United Coin, Inc.
Harrah's Entertainment Corporation	Venetian Resort Hotel & Casino
Harrah's Rincon Casino & Resort	Video Game Technologies
Hilton Casinos	Video Lottery Corporation
Hyatt Resorts/Casinos	Viejas Casino
Inland Entertainment Corporation	Youbet, Inc