



News Release

FOR IMMEDIATE RELEASE

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GGH & Magnifact Launch Casino Host Manager (CHM) Advanced Data Analytics Product

GGH is partnering with Magnifact to roll out Casino Host Manager – the first in a comprehensive line of casino management dashboards and analytical tools designed to optimize performance and drive casino profitability.

GGH, a partnership of Morowitz Gaming Advisors & Global Gaming & Hospitality, have entered into a joint venture with Magnifact, a leading technology industry solutions provider, to launch Casino Host Manager (CHM). CHM is a proprietary data analytics product designed to more effectively and efficiently manage casino VIP or hosted play. The new product is the first in what will be a comprehensive suite of casino management tools designed to empower management and drive overall profitability.

GGH is leveraging its decades of casino & hospitality operations and analytical experience and recent operating turnaround of the Nugget Casino Resort in Sparks, Nevada to partner with technology leader Magnifact in order to analyze & interpret casino data, displaying results in a simple, easy to follow and understandable user interface that is also highly actionable. CHM is a daily operating dashboard that will enable casino owners, operators and senior management to monitor performance in real time, make more informed, data-driven decisions about the profitability of individual VIP players, and quickly and efficiently evaluate the effectiveness of their hosts and casino marketing programs in developing play. CHM will enable management to more effectively target and control promotional allowance spending, deploy marketing spend more efficiently, along with assist in identifying opportunities to reduce overall spending.

GGH's professionals, led by Managing Partners Cory Morowitz, Carlton Geer and Michael Kim, have collectively 100+ years of relevant gaming industry advisory, operational, finance and investment experience, including addressing complex operating and casino marketing situations. This new suite of casino management products will harness this proven operational expertise as part of GGH's growing stable of alliances with various industry best practice firms, including Magnifact, to create value for casino owners and operators.

“My partners and I are very pleased and excited to launch the first of this suite of management dashboard tools,” said Morowitz. “These are powerful analytical tools that will enable investors



and operators to more efficiently and intelligently access and utilize readily available data to maximize profitability.”

“CHM and these dashboards, in part, emanated from various prototypes and methodologies which GGH developed & implemented during its successful turnaround of the Nugget” added Geer. “Using the prototype, which was much less sophisticated and developed as CHM, Nugget management was able to quickly redeploy marketing spend towards customers of high value and ultimately reduce promo allowances (as a % of gaming win) by more than 50%, while also growing gaming revenues well above the market rate of growth. Utilizing tools such as CHM, wasteful spending becomes readily apparent and resulting savings went straight to the bottom line.”

GGH’s Managing Partners Morowitz, Geer and Kim will be available throughout the upcoming Global Gaming Expo (G2E) in Las Vegas to discuss specifically how these new products and services can benefit existing and prospective clients.

To schedule an appointment with them during G2E, please contact Cory Morowitz at cory@morowitzgaming.com or (609) 226-9426, or Carlton Geer at carlton.geer@gghsp.com or (702) 321-7331.

About GGH

GGH is a private global merchant advisory & investing boutique with offices in Las Vegas, Nevada, New York, New York, and Atlantic City, New Jersey. The firm is dedicated to providing clients in the core global real estate, gaming & hospitality sectors with an experienced, highly-focused, and “industry knowledge” based platform and committed to helping clients achieve their diverse broader strategic, operational & financial objectives. GGH’s professionals collectively have extensive global industry experience related to, among other areas, strategic advisory/consulting, property/asset management, real estate brokerage/valuation, operational/marketing assessment, market/project feasibility & assessment, capital markets, M&A, and merchant investing. For more information, visit www.gghsp.com.

About Magnifact

Magnifact is a leading technology industry solutions provider based in Chicago, Illinois and developer of Software as a Service (“SaaS”) programs and products and provides end-to-end custom solutions to interpret data in a meaningful and cost-effective way for clients across the Financial Services (Banking, Asset and Wealth Management), Insurance (Healthcare and Property & Casualty), Manufacturing and Entertainment, and Gaming & Hospitality (in joint venture with GGH) industries.