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THE INNOVATION GROUP SET TO UNVEIL TWO MAJOR GAMING INDUSTRY STUDIES

National Consumer Behavior Survey & U.S. Gaming Revenue Trends White Paper Announced

FOR IMMEDIATE RELEASE (Denver, CO)

Consistently at the forefront of predicting, observing, defining and monitoring key industry trends, The Innovation Group was lauded in 2004 for developing and co-publishing the gaming industry's first comprehensive study of consumer behavior with our publication, *Portrait of American Gamblers*. Today, The Innovation Group announces the completion of two significant research benchmarks for the gaming industry: *Consumer Behavior in the Gaming Industry* (nationwide survey) and *U.S. Gaming Trends* (white paper). The findings will help operators and other providers better understand how gamblers have responded to economic conditions and new technologies, including online gaming, and what these observations may indicate in terms of future trends.

The Innovation Group is hosting a free webinar on **December 10, 2014 at 9:00 a.m. PST / 12:00 p.m. EST** to provide an overview of these important studies. Leaders from The Innovation Group will share key observations and highlight notable trend shifts throughout the past decade. Together, we will examine such questions as:

- Is traditional casino revenue stagnating? On the decline?
- What is affecting gaming markets? The economy? Additional competition? New technology?
- What markets are reaching saturation?
- How effective is a strong casino brand?
- How can casinos attract a new generation of players?
- Free play, does it work? Does it increase players' spend?
- Do comped nights still result in more game play and higher revenue?
- What will the future bring?

If you are interested in participating in the webinar, or in learning more about these two important studies and region-specific or market-specific insights derived from them, please send an inquiry to:

research@theinnovationgroup.com

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About The Innovation Group

The Innovation Group has long been recognized as the world's most respected and sought-after research and advisory firm specializing in the gaming, entertainment, hospitality and leisure industries. To date, our analysis has served as the basis for more than \$75 billion in investment decisions across 80 countries and six continents. The Innovation Group's accuracy and reliability is unparalleled, with our forecasts historically tracking within 5% of actual revenues across the most complex of gaming jurisdictions throughout the globe.

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