

PRESS RELEASE



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FOR IMMEDIATE RELEASE

April 9, 2020

Raving Expands Data Analytics Team and Capabilities with New Partner Steve Dahle

Reno, NV – A leading gaming & analytics expert with a successful 25+ year track record of quickly transforming casino data into profitable revenue, joins Raving's Analytics & Data Science team.

Steve Dahle served for 12 years at Caesars Entertainment (formerly Harrah's Entertainment), as Regional Vice President of Data Analytics. After Caesars, Steve spent six years as Sr. Vice President of Loyalty Marketing for The Fine Point Group, a leading consultancy for the gaming industry. In addition, Steve held the Director of Loyalty Marketing position for five years at Mystic Lake Hotel and Casino just outside of Minneapolis, and was part of the highly successful grand opening team at Hard Rock Hotel and Casino Sacramento before joining Raving.

Raving, a Native-owned gaming and hospitality firm, is known for using data and research as the foundation for making actionable revenue-driving decisions. CEO Deana Scott, says, "No one knows this better than Steve, who is well respected in the gaming industry – as an operator, data strategist and innovator. He's a huge asset to Raving and I'm thrilled he's partnering with us."

"When you are redesigning a loyalty club or your overall reinvestment program including free play, casinos can't do this without utilizing key data. At Raving, we have a dedicated team to pull data quickly and securely, but most of all, we know how to translate information into actionable strategies," added Scott.

Combined with their technology resources, Raving is helping gaming operators across the globe with a broad range of analytics services, crucial in the current marketplace.

Steve Dahle is driven to help clients make their loyalty clubs high-performers by reevaluating tier structure, reinvestment dollars, and dated benefits.

Dahle shared, "In today's historical climate, the use of key analytics will be critical to managing a host of unique issues we've never seen before, not even during the recession. Using analytic tools, casinos need to smartly reduce significant costs while driving incremental revenue during the next several months. We have the expertise and the technology to do that quickly and economically."

Steve is known for his future-focus and is an expert on several popular analytic tools including Bally BI Reports/Campaign Manager, Microsoft SQL, the full suite of VizExplorer products and all current slot reporting software.

Raving integrates analytics into just about every service they offer and the demand for these programs have been increasing exponentially.

Raving has designed a suite of analytics products geared to help casinos expertly and quickly make adjustments to their marketing, player development and food and beverage products during this crisis. For more information, contact Amy Hergenrother 775-329-7864 or amy@betravingknows.com.

To find out more about Raving's Programs and Services or about this press release, please contact Christine Faria, VP Marketing, Raving, 775-329-7864, chris@betravingknows.com.

About Raving

Raving is Native-owned and has been the most experienced full-service resource for the gaming and hospitality industry for the last 23 years. The Raving team works worldwide at all levels, strategically improving their clients' overall operations.

Raving is made of key staff plus over 20 strategic partners. Known for their advanced analytics team, Raving's expertise also includes all forms of professional services in research, technology, F&B, compliance, marketing, HR, player loyalty, security & surveillance, employee training and finance. Our strength comes from the rich background and experience of our team who all have been "gaming operators."

In addition to its professional services work, Raving produces educational conferences such as the long running Raving NEXT: Indian Gaming Analytics & Marketing Conference; Raving's Loyalty & Player Development Conference and generates several gaming publications, including *Tribal Gaming & Hospitality Magazine*. They've developed proprietary software, Raving Dashboards, a customized program, creating a real-time, simple and dynamic tool gaming firms use to gain insights into performance and to track success.

Raving has partnered with over 152 Tribal Nations and enterprises and over 75 commercial properties along with First Nations throughout Canada. Raving has also been an active associate member of the National Indian Gaming Association since 2002, as well as OIGA, WIGA, AIGA and CNIGA.

Raving believes in the spirit of giving and the importance of creating a positive impact on future generations. Through our partnership with the Notah Begay III Foundation, we are committed to using our relationships to raise funds and awareness for their critically important work.