

## NEWS RELEASE

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## Livewire Wins Self-Service Industry Excellence Award

### *Foxwoods Resort Casino Promotions Kiosk Voted Best Entertainment/Gaming Kiosk Deployment*

York, PA., April 28, 2008 -- Livewire International Inc., a leading supplier of interactive self-service kiosk solutions, announced today that its Foxwoods Resort Casino Promotions application has been chosen as a "Best Kiosk Deployment" by the judges of the kiosk industry's "2008 Self-Service Excellence Awards". The awards honor innovation in self-service business solutions and interactive digital media, and were presented following final judging at the industry's KioskCom trade show, held April 16-17, 2008 in Las Vegas. Livewire's President, David McCracken accepted the award on Wednesday April 16 at a ceremony at the Mandalay Bay resort.

Foxwoods Resort Casino, the largest casino in North America, serves over 40,000 guests per day and wanted to update the limited functionality of its existing wooden kiosks. The Casino's Promotions group was looking to modernize the hardware design while adding customer loyalty functionality for patrons of its Wampum Rewards Program. Foxwoods' desire was to make services such as point balance inquires, point redemptions, and sweepstakes entry more readily available via self-service kiosks that integrated the Wampum Rewards Program with the existing Casino Management System (CAMS) and Slot Data System. Livewire utilized its Enterprise Server platform to provide the framework that allows remote management of the kiosk application and informational content displayed on the kiosks. Foxwoods' Promotions staff is able to easily update content without program modifications or the involvement of their IT department, thus reducing costs and effort involved in managing the constantly changing promotions offered to patrons.

Working with its hardware partner 5point, based in Xenia, OH, Livewire deployed their solution throughout the property on 28 kiosks custom designed to house the array of hardware components utilized by the software. Additional kiosks are to be implemented within the new MGM Grand at Foxwoods slated to open May 17. Livewire has also been contracted to provide check-in/check-out kiosks for the MGM Grand hotel as part of the casino's expansion.

KioskCom launched the inaugural industry-wide Self-Service Excellence Awards in 2002 to honor the most successful and innovative self-service and interactive digital media solutions. Over the years, KioskCom has honored over 150 companies across multiple industries for their leadership, innovations, and successes with self-service and interactive digital media solutions. The Self Service Excellence Awards is unique in that this Awards Contest has always had a core focus on the success of the self-service and interactive digital media solution based on the measurements set forth by the deploying organization, and not just the technology suppliers.

### **About Livewire**

Livewire is an award-winning leader in interactive technology based in York, Pennsylvania. A Microsoft Gold Certified Partner and IBM Business Partner, Livewire specializes in custom kiosk software and self-service solutions for the retail, gaming, hospitality, transportation, entertainment, and human resource markets.

Livewire is also a past winner of the Self-Service Excellence Awards for its Ski Ticketing (2003) and T-Mobile Promotions (2007) deployments. [Visit us at www.livewirekiosk.com](http://www.livewirekiosk.com)

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