



# PRESS INFO

## **Bi2U ANNOUNCES CAROL PRIDE AS NEW EXECUTIVE VICE PRESIDENT OF BUSINESS DEVELOPMENT**

**Montréal, Québec, Canada – October 25th, 2011** – Bi2U today announced Carol Pride as the new Executive Vice President of Business Development. In this role, Carol will be responsible for business development as well as Bi2U's expanding professional services and sales support functions.

"I met Bi2U while at Mohegan Sun and I was impressed with the BIS<sup>2</sup> data visualization software it distributes and the professionalism of the team," stated Carol Pride. "I have been using analytics since my first chemical engineering roles and have continued to leverage analytics throughout my career. The product developed by BIS<sup>2</sup> is very impressive and has applications in multiple industries that I know well: Casinos and Resorts, Airlines and Manufacturing," Pride added.

"I am very pleased with the speed at which Bi2U is bringing solid opportunities to BIS<sup>2</sup> and the addition of Carol Pride is yet another very positive step for Bi2U," said Mukesh Gordhan, CEO of BIS<sup>2</sup>. "Carol is well respected in the gaming industry and the operational experience she brings to the BIS<sup>2</sup> and Bi2U partnership will benefit our gaming customers as well," Gordhan added.

Before joining Bi2U, Carol was Senior Vice President & Chief Information Officer of Information Systems at Mohegan Sun. Prior to this, Carol was Chief Information Officer at Pinnacle Entertainment Inc. in Las Vegas, Nevada. There, she established the vision and plan for a flexible enterprise environment that aligned and focused technology resources to business strategy. She was also responsible for all aspects of enterprise technology, systems, data and infrastructure. Carol's background also includes working for Caesars Entertainment Inc., Atlas Air Worldwide Holdings, Inc. and Johnson Controls, Inc. Carol is a graduate of the University of Maine. She also holds a Master of Science from Pennsylvania State University and Master of Business Administration in Marketing from the University of Wisconsin. Carol is a Maine native and currently resides in Norwich, Connecticut.

### **About Bi2U**

Bi2U delivers sophisticated Visual Analytics Solutions to companies in Canada, the North East USA, the Caribbean and is an authorized reseller of BIS<sup>2</sup> products. Bi2U also provides implementation, training services and after-sale support for BIS<sup>2</sup> products. Bi2U provides its customers with an accelerated ROI on their data investment by identifying valuable business improvement opportunities within a business's customer and operational data. Bi2U is a member of the Canadian Gaming Association. For more information, please visit [www.bi2u.ca](http://www.bi2u.ca).



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## About BIS<sup>2</sup>

BIS<sup>2</sup> is an innovative leader in enterprise-ready, standards-based, visually centric analytical software. Its solutions reveal the trends and patterns in volumes of operational data so organizations can understand what actions are required now and tomorrow. With BIS<sup>2</sup>'s Super Graphics, businesses can adapt to changes by rapidly generating crucial insights from both within and outside the enterprise. Industry-specific solutions available from BIS<sup>2</sup> include gameViz™ (for casinos) telViz™ (for telcos), insuranceViz™ (for insurance companies), retailViz™ (for retailers), entertainmentViz™ (for entertainment companies), airViz™ (for airline companies), clubViz™ (for premier clubs), makeViz™ (for manufacturing companies) and moneyViz™ (for financial institutions). For more information, please call 1-877-592-2472 or visit [www.bis2.net](http://www.bis2.net).

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