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## Amaya Gaming Group Select BIS<sup>2</sup> Analytical Software for Lottery Operations

**San Diego, CA – February 6<sup>th</sup>, 2012** - BIS<sup>2</sup> announced today that its multi-award winning analytical software has been selected by Amaya Gaming Group, headquartered in Montreal, Quebec, Canada. The BIS<sup>2</sup> software will initially be deployed to help analyze Amaya's lottery solutions through its Government Solutions division.

"We consider the BIS<sup>2</sup> technology a "best of breed" online analytic processing and data mining tool that will allow customers to gain market insight over gaming and lottery operations, by enhancing their ability to capture gaming and lottery data and by detecting market trends that support their forecasting capabilities. Our goal is to provide technology-driven solutions to governments that support the taxation and regulation of lottery and gaming operations," states Benjamin Ahdoot, Vice President of Government Operations. "The BIS<sup>2</sup> technology is consistent with our strategy to leverage technology and to remain at the forefront of the regulated gaming and entertainment industry," Ahdoot added.

"The challenges with big data are well known and the BIS<sup>2</sup> Super Graphics make big data easy to understand and interpret, and provide real insights as to what is going on in the business. We are delighted that Amaya Gaming Group has selected the BIS<sup>2</sup> technology to take its big data analytics to the next level," states Mukesh Gordhan BIS<sup>2</sup> CEO. "BIS<sup>2</sup> turns volumes of customer data into operational intelligence, which can only serve to improve and further validate Amaya's leading place in the market," Gordhan adds.

"We are very pleased to be representing BIS<sup>2</sup> in this sale with Amaya Gaming Group", states Sylvain Tassé, CEO of Bi2U, a BIS<sup>2</sup> partner. "I have been in the industry for many years and I see the BIS<sup>2</sup> technology as highly innovative and an essential analytics tool for businesses today," added Tassé.

BIS<sup>2</sup>'s gameViz™ industry solution allows gaming operators to directly interrogate their big data without the requirement for ETL, and see the results visually using innovative and powerful Super Graphics™. gameViz represents the next generation of advanced data visualization software for strategic, operational, and analytical users of gaming data. It enables users to understand and take action on their data in a new way. Using Super Graphics to view complex data analysis gives users a better way to understand big data and quickly identify patterns and improvement opportunities.

### About Amaya Gaming

Founded in 2004, Amaya Gaming Group Inc. is a technology based gaming provider for the regulated gaming industry. An expansive global organization, present in North America, Latin America, Europe, Africa and Asia, Amaya is an innovator in the gaming world.

Headquartered in Montreal, Canada, Amaya provides a host of services and solutions through its four operational pillars: Government Solutions | Online B2B | Bricks and Mortar | Entertainment.

Products include: online gaming platforms, online and mobile casino games, traditional and mobile lotteries, networked electronic gaming systems, hospitality in-room entertainment systems, management systems, content suites, advisory and management services, and integrity monitoring and auditing systems for the regulated gaming markets.

Amaya is a publicly traded company on the [Toronto Stock Exchange \(TSXV: AYA.V\)](http://www.torontostockexchange.com). For more information, visit [www.amayagaming.com](http://www.amayagaming.com).



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## About BIS²

BIS²'s gaming industry solution, called gameViz™, enables gaming operators to view and analyze big data to provide the vital insights needed to gain a competitive advantage. With BIS²'s Super Graphics™, gaming operators can rapidly adapt to changes by gaining data insights from both within and outside the enterprise. BIS² is an innovative leader in enterprise-ready, standards-based, visually-centric analytics with solutions that reveal the trends and patterns in volumes of operational data so organizations can understand what actions are required now and tomorrow. The BIS² software products have been recognized with multiple awards such as Gaming and Leisure Magazine's Technology Impact award and their Product Interoperability award and Casino Enterprise Managements Top 10 Slot Floor products to name a few. Other industry specific solutions available from BIS² include airViz™ (for airlines), clubViz™ (for premiere clubs), resortsViz™ (for resort operators), telViz™ (for telcos), insuranceViz™ (for insurance companies), retailViz™ (for retailers), entertainmentViz™ (for entertainment companies), 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).

Contact person: Veronica Ruffo, email: [veronica.ruffo@bis2.net](mailto:veronica.ruffo@bis2.net), phone: 1-877-592-2472

## About Bi2U

Bi2U delivers sophisticated Visual Analytics Solutions to companies in Canada, Asia, the North East USA, the Caribbean and is an authorized reseller of BIS² products. Bi2U also provides implementation, training services and after-sale support for BIS² 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 call visit [www.bi2u.ca](http://www.bi2u.ca).