

CENTIUS –PARTNERS WITH ENGAGED NATION – A LEADING GAMING INDUSTRY CUSTOMER LOYALTY SOLUTION PROVIDER TO HELP MAXIMIZE CUSTOMER LIFETIME VALUE

CAMBRIDGE, MASSACHUSETTS --(Marketwire – July 16, 2013) Centius, Inc., the industry's only provider of business intelligence and [predictive analytics](#) solutions implemented and managed by business people, announced a partnership with Engaged Nation of Las Vegas, Nevada to integrate the Centius Qi™ business intelligence platform with Webpass™, the leading online promotions and rewards program management solution for the gaming industry to maximize customer lifetime value.

With the addition of Centius Qi's advanced and easy-to-use business intelligence, [data visualization](#) and predictive analytics solution, marketing and promotions managers from Engaged Nation's customers – who represent some of the world's leading casino properties, can quickly gain insight into effectiveness of their on-line and in property promotional activities and continuously optimize their customer life time value to improve profitability to the casino, while delivering a superior guest experience. .

“We expect members of our patent pending software system will earn over 2 billion webCREDITS™ on our platform this year,” said Engaged Nation CEO Jerry Epstein. “It is expected that our program will drive in excess of 100,000 visits from our client's websites to their land- based casinos. We needed a solution that we could implement, modify and use quickly without the expense and time involved with traditional IT heavy BI solutions. Centius will help us leverage the vast amounts of data representing casino player guest behavior, the efficacy of our past and present promotions and design of optimum customer loyalty programs.”

Ahmad Saadat, co-founder of Centius concludes, “We are pleased to partner with Engaged Nation to deliver a game-changing business intelligence and predictive analytics solution for the hospitality industry. Centius Qi is different from the traditional legacy BI solutions, such as SAS®, Business Objects®, Microstrategy™, Qlikview™, Spotfire® and Tableau®, which rely heavily on data

scientists, external consultants and IT to gain insight on the massive amount of data businesses accumulate. . Centius Qi puts the power of creating, and managing insight from [Big Data](#) rapidly in the hands of the business analyst with its easy to learn and easy to use features. We also deliver rapid deployment with our 100% web-based architecture that runs in the cloud or on-premise, dramatically reducing the traditional friction associated with deploying BI. ,

About Centius

Centius helps the world's leading organizations gain better insight about their business and their customers with cutting edge business intelligence and predictive analytics solutions that business people can implement, manage, and own. Centius Qi is implemented about 5X faster and at 1/5th the total cost of ownership of traditional business intelligence tools, and is available both on-premise and as a [cloud BI](#) solution. For more information, please visit www.centiusnet.com

About Engaged Nation

Engaged Nation (EN) is an innovative market leader in providing web-based, automated incentive programs that generate and convert online traffic into land-based retail customers. Effective for both new customer acquisition and retention, EN's programs are powered by its private label webCREDIT software platform that can easily be integrated into a company's existing website. This patent pending technology produces a tangible ROI and has shown that it can pay for itself within the first 60-90 days following installation. For more information, please visit www.engagednation.com

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