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House Advantage Expands Loyalty Leadership with ClubLinq® Acquisition

Las Vegas, Nevada June 20, 2017 – House Advantage (HA), the global leader in loyalty strategy and solutions announced today that they have acquired the ClubLinq API & solution suite, from Intermezzo®. With the transaction, HA’s strategy and solution sets expand to further offer unique capabilities and features, for casino gaming & non-gaming enterprises of all sizes and jurisdictions.

“ClubLinq has proven to be an effective niche’ suite of loyalty products and services, having won technology innovation awards from both the Gaming Technology Conference and the Casino Journal,” said Jon Wolfe, CEO of House Advantage. “We continue our ongoing commitment to broad functionality, 3rd party integration and robust data solutions, by bringing the ClubLinq solution into House Advantage.”

“We look forward to being part of the industry leader,” said Jeff Baldi, President & CEO of Intermezzo, Inc. “The complimentary offering of ClubLinq and HALo® highlights further the omnipresent need for truly agnostic systems integration, focused on innovation and customer service. This is a great opportunity for our client partners and the loyalty market overall.”

As part of the sale transaction, Intermezzo CEO Jeff Baldi joins the HA team as Vice President of Sales where he will oversee sales teams for both HA’s leading HALo suite of loyalty products and integrating ClubLinq into the House Advantage portfolio.

“Jeff complements our leadership team built with proven gaming industry operators who understand the unique needs and opportunities our HALo loyalty products offer at the world’s largest and most innovative gaming companies,” said Wolfe.

HALo and ClubLinq are both built with the latest platforms and services, from Microsoft; the integration will be seamless and quick. The robust enterprise features available in HALo and the light, clever design of the ClubLinq apps will coalesce in the next generation of loyalty solutions for casinos, resorts and retail operations.

About House Advantage, LLC

House Advantage loyalty marketing technologies, reinforced by strategic expertise and deep industry experience, empower the world’s most successful entertainment brands to seamlessly integrate powerful new marketing strategies and tools. With House Advantage, brands increase customer engagement, generate vital business intelligence and boost per-patron share-of-wallet with seamless integration and total support for their existing systems. House Advantage is headquartered in Las Vegas, with offices in Macau SAR, Reno, NV and Memphis, TN. www.houseadv.com

About Intermezzo, Inc.

Intermezzo, Inc. is incorporated in Nevada and focused on connecting clients with their customers via the world-wide web, mobile devices, and social networks via the award-winning ClubLinq platform and other custom software and database solutions. InterMezzo offers a full suite of customizable marketing services to support their solutions. For more information, please visit www.ClubLinq.com.