



**EBCI**  
HOLDINGS



**Dynamic Loyalty  
Systems**

**PRESS RELEASE**  
**For Immediate Release**

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## **EBCI Holdings Invests in Dynamic Loyalty Systems to Develop Next Generation Player Reward Program**

**ELIZABETH, Ind. – April 26, 2023** – EBCI Tech Fund 1– a venture capital fund established by EBCI Holdings to invest in gaming-related technologies – today announced its strategic partnership with Dynamic Loyalty Systems (DLS), a marketing technology company that leverages machine learning and AI to personalize reward incentives.

Dynamic Loyalty Systems (dynamicloyalty.ai) has developed a cutting-edge, proprietary system to power the next generation of rewards, transforming static reward structures into dynamic loyalty programs. The approach moves beyond the standard and ubiquitous point-based rewards to deliver highly personalized incentives. Machine learning algorithms determine the “next best” reward for individual customers based on their perceived interest and growth potential. DLS technology integrates seamlessly into most existing reward programs and customer management systems.

Dynamic Loyalty Systems was founded by Rich Mirman, former Chief Marketing Officer at Caesars Entertainment and Alan Montgomery, Professor of Marketing and Machine Learning at Carnegie Mellon University. Mirman was the original creator of Caesars Rewards and led much of its continual evolution. Montgomery is a full professor at the Tepper School of Business specializing in consumer pricing strategies and marketing decision support systems.

The EBCI Tech Fund 1 has made investments in seven technology start-up companies. EBCI Holdings offers the unique ability to not only serve as early-stage investor, but also as beta test site to prove concepts through its growing portfolio of brick-and-mortar casino operations.

“We couldn’t be more thrilled to partner with Rich and the DLS team, given we are former Caesars colleagues,” said Scott Barber, CEO of EBCI Holdings. “DLS’s next-gen technology will better manage customer relationships on an individualized basis which will enhance and differentiate the overall customer experience at Caesars Southern Indiana and future EBCI Holdings locations.”

“We are honored to partner with EBCI Holdings. Personally, I am so excited to be back in the gaming industry working with Scott and many of my former colleagues from Caesars,” said Rich Mirman, CEO of Dynamic Loyalty Systems. “I am very proud of our accomplishments with Total Rewards. However, I feel the industry and reward programs in general need to move beyond the innovations of the past and embrace the next generation of dynamic loyalty.”

DLS has been testing the dynamic loyalty concept at Caesars Southern Indiana since October 2022. “The results are promising, and we look forward to applying dynamic loyalty more broadly at Caesars Southern Indiana,” said Brad Seigel, Caesars Southern Indiana general manager. The completion of this partnership signifies the continuation of EBCI Holdings’ commitment to develop innovations that deliver exceptional customer experience and strengthen its operating portfolio’s competitive advantage.

Caesars Southern Indiana is located at 11999 Casino Center Drive, Elizabeth, Ind. 47117. For more information, please go to <https://www.caesars.com/caesars-southern-indiana> or call (866) 676-7463.

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