



BALLY CASINO MANAGEMENT TECHNOLOGY INTEGRATES WITH COMPUTERIZED VALET PARKING SYSTEMS, INC. (CVPS)

CASINO PLAYER'S CLUB STATUS GRANTS VALET PARKING PRIVILEGES

Las Vegas, January 8, 2008 – Clients of CVPS and Bally casino management system technology can use their player's card status and points for valet parking privileges. This unique integration between CVPS and Bally Technologies' Casino Management Systems (CMS[®]) allows a seamless flow of information between the two systems. Mystic Lake Casino Hotel in Minnesota as well as other casino clients in Pennsylvania and the Philadelphia area now use their player's club card status and points for valet parking privileges.

With the swipe of a player's club card, CVPS valet parking operators recognize which casino customers merit valet parking privileges and can immediately offer complimentary parking and move up their vehicle requests to the top of the queue, not to mention greeting customers by name.

The casino gaming industry is an extremely competitive multi-billion dollar industry that strives to win the competitive edge by offering unique perks and benefits dedicated to enhance customers' experience. Bally Technologies and CVPS understand their clients' needs and have worked together to offer clients the tools that will help them succeed.

About CVPS

Computerized Valet Parking Systems, Inc. (CVPS) is a subsidiary of Service Tracking Systems, Inc. (STS). STS is a vertical market technology solutions company designed to elevate customer service, increase productivity, minimize liabilities and enhance facility security. CheckPointLPR, CVPS and Bell Desk Systems are three core product examples of STS's innovative design concepts that have swept the industry since 1994, now servicing over 300 clients within the most elite organizations in the continental United States and Canada.

Members of the STS team have over 60 collective years of extensive experience as owners, operators, and employees in front service technology sectors.

For more information, visit us at www.cvaletps.com.

About Bally Technologies

With a history dating back to 1932, Las Vegas-based Bally Technologies (NYSE: BYI) designs, manufactures, operates and distributes advanced gaming devices, systems and technology solutions worldwide. Bally's product line includes reel-spinning slot machines, video slots, wide-area progressives and Class II, lottery and central determination games and platforms. As the world's No. 1 gaming systems company, Bally also offers an array of casino management, slot accounting, bonusing, cashless and table management solutions. The Company also owns and operates Rainbow Casino in Vicksburg, Miss. Additional Company information, including the Company's investor presentations, can be found at www.BallyTech.com.

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