



**FOR IMMEDIATE RELEASE**

### **Gaming Industry Veteran Launches Eilers Research**

#### **Independent Research Firm Established to Provide Market and Equity Research, as well as Advisory services for the Gaming Equipment & Technology Sector**

**Anaheim Hills, CA – January, 7, 2013** – Gaming Industry veteran, Todd Eilers, announced today the formation of Eilers Research, a new boutique research and advisory firm servicing the gaming equipment and technology sector within the global gaming industry. Key product offerings and services from the new company include market research, equity research, and advisory services designed specifically for gaming companies, investors, and government agencies.

The firm's market research offering includes several proprietary reports including the gaming industry's largest slot survey, all of which are designed to help industry professionals track key industry and product demand drivers, operating metrics, market share trends, and technology adoption rates. The firm's equity research is unique in that it's solely focused on covering the publicly traded equipment and technology providers within the gaming industry providing a greater level of insight and non-consensus idea generation for investors.

"While most sell-side and industry research in the gaming industry is focused on the casino operators, we are solely focused on servicing the equipment and technology sector within the gaming industry," said Todd Eilers. "We believe this concentrated focus along with our deep industry relationships and significant sell-side research experience will provide our clients with superior market and equity research, as well as customized research and advisory services."

Todd Eilers has over 10 years of sell-side equity research experience primarily covering equipment and technology providers within the casino gaming industry. In 2011, he was ranked the #1 stock picker for the Hotel & Leisure sector according to the 2012 Financial Times / StarMine Awards. Mr. Eilers also created and developed the gaming industry's largest slot survey in partnership with *Fantini Research*, which serves as highly valuable and actionable operating tool for both gaming investors and industry professionals.

#### **About Eilers Research**

Eilers Research, LLC is a boutique research firm focused on servicing the gaming equipment and technology sector within the casino gaming industry. Our products and services include market research, equity research, and advisory services designed specifically for casino operators, equipment suppliers, gaming regulators, and investors. Additional information regarding our research products and services can be obtained calling Todd Eilers at 949-887-7726, or visiting our website at [www.eilersresearch.com](http://www.eilersresearch.com).

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