



## **LOCAID AND CAMS SIGN DEAL TO PROVIDE INDUSTRY LEADING MOBILE GAMING LOCATION SOLUTION**

*Ultimate Gaming Signs up as First Customer*

**San Francisco, CA, January 22, 2013** – As the mobile gaming industry continues to grow and app revenues for 2012 are reported to have hit \$10 billion, [CAMS](#) (Central Account Management System) and [Locaid](#) have partnered to develop an industry leading, location-based solution that will support the collection, identification and management of critical player information to meet the strict regulations of the gaming industry.

This past November, CAMS became the first service provider approved for a Class 2 gaming license in the state of Nevada allowing the company to provide services for geo-location, patron identification and payment processing in a combined offer. Locaid's Location-as-a-Service (LaaS) solution has quickly become the gaming industry standard for secure device location that meets the extremely rigorous requirements of state lottery administrators and gaming regulators. Together the companies will provide a 360° location solution for the mobile gaming industry as it continues to grow.

"Location is critical to the mobile gaming industry and as the industry continues to grow the number of customers will increase and regulations will become more complex," said Locaid President and CEO, [Rip Gerber](#). "The location solution with CAMS not only meets today's strict requirements but is scalable and flexible to support the needs of mobile gaming companies as their customer bases expand."

"CAMS supports the creation of a safe and secure payment environment for casinos, lotteries, brands, and players and helps meet or exceed regulatory and compliance requirements," said CAMS Chief Executive Officer, Matthew Katz. "We are excited to be working with Locaid to ensure that all of the necessary safeguards are in place and our combined capabilities will assist our customers with every facet of their online gaming businesses."

**About CAMS, LLC or Central Account Management System**

CAMS is a multi-tenant Software-as-a-Service (SaaS) solution powered by Verifi, Inc. offering lottery, poker, gaming and online wagering operators the ability to collect, identify and manage critical player information. It assists merchants and operators by monitoring and incorporating internal and external regulation policies, facilitating payment deposits and withdrawals and helps enforce operator business rules. The CAMS platform provides all of this within a white label solution that is customized for each site. CAMS, LLC is headquartered in Los Angeles, California. For more information, please call 323.655.5789 or visit [www.CentralAMS.com](http://www.CentralAMS.com).

**ABOUT LOCAID**

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over nine billion devices, including over 380 million mobile phones, for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including América Móvil, AT&T, Cricket, Rogers, Sprint, T-Mobile, TELUS and Verizon Wireless. Locaid also helps shape and enforce location privacy policies via leadership roles on governing associations including the CTIA, MMA and IAPP. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters™. Locate us at <http://www.loc-aid.com>, [@locaid](https://twitter.com/locaid) and [www.facebook.com/Locaid](https://www.facebook.com/Locaid).

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